

Job Summary:

Fellow - Digital Engagement, Programme, and Partnership Development will play a crucial role in driving the organization's fundraising communications efforts by utilizing digital channels and strategies. The incumbent of this position will be responsible for producing digital and multimedia content for digital channels to support fundraising campaigns, editorial support, social media handle management, generate key audience insights, story collection and content writing, and identifying creative fundraising communication material development and channels.

Key Responsibilities:

Content Designing:

- Develop engaging and visually appealing content for various digital platforms, including social media, websites, and email campaigns in collaboration with AAB Communications team.
- Ensure content is optimized for different platforms and target audiences.
- Create and curate impactful digital fundraising assets including photos, videos, infographics, social media posts, ads, newsletters, and presentation decks.

Social Media Management:

- Manage and maintain the organization's social media handles for fundraising to enhance the online presence and increase engagement with supporters and potential donors.
- Create, schedule, and post relevant content regularly across different social media platforms.
- Monitor and report on social media reach and impression metrics and analyze the performance of content, making data-driven adjustments as needed.

Fundraising and Supporter Servicing:

- Support the development and dissemination of donor communication materials for major individual donors and the private sector.
- Review proposals, reports, and promotional materials to ensure high quality.
- Support organizing fundraising events and campaigns.
- Conduct research and analysis to identify potential partnerships, sponsors, and donors within the local market.

Relationships:

S/he will report to **Manager - Philanthropy & Private Sector Partnerships** of ActionAid Bangladesh. S/he must maintain functional relationships with his/her peers in the team, strategic and organizational priority teams, and communications team.