



Médecins Sans Frontières (MSF) is an international non-profit medical humanitarian organization that intervenes in crisis and conflict situations. In accordance with its charter, MSF delivers aid to populations in need, to victims of natural or man-made disasters and of armed conflicts, regardless of race, religion or political beliefs. MSF's work is based on humanitarian principles, operating independently and impartially. MSF is neutral and does not take sides in armed conflicts; providing care based on need alone.

MSF-Austria is looking for an

Evaluator for a review (f/m)

Consultancy contract, excellent German skills, as soon as possible

Background

This review should analyze strengths and weaknesses of the MSF-Austria's perception with donors and look for the main motivational drivers for giving donations or not. External developments on the Austrian donations market should be examined in order to relate to MSF's positioning against other organizations market-share that are competing for funds.

Overall objective

This review aims at analyzing the existing research material, social media messages and interviews of selected internal and external respondents (as proxy for donors and general public) in order to depict MSF-Austria's image as perceived externally, donors' motivational drivers and describe developments on the Austrian donation market. This analysis should help MSF-Austria in the process of adjusting its fundraising activities and strategy.

Main objectives

- Describe the external image of MSF-Austria as perceived by the active or potential donors, and general public. If possible, do the analyses for individual donors by different age groups (older generation: ≥ 65 , middle generation: ≥ 50 and < 65 ; and younger generation: < 50) and education levels (low, middle, high), plus for major donors; Also, for the wider public groups, e.g. journalists, online community, schools/teachers
- Identify and describe main positive and negative drivers for giving donation on the Austrian market.
- Provide clear analysis of the Austrian donation market and benchmark MSF-Austria's position compared with other players.
- Identify and describe how public perceives the communication activities of MSF that have no fundraising objective (e.g. linked more to témoignage, witnessing and speaking up), what are main positive and negative perception drivers in the public.

Expected results

The review will come up with the following deliverables:

- An inception report in English according to the format provided by the Managing Consultant.
- A final report in English following to the format provided by the Managing Consultant.
- A presentation (as required)

This review is for MSF-Austria's internal use.

Tools and methodology proposed

- Document review
- Qualitative interviews
- Focus group discussions

Timeframe

- A duration of 22-23 working days is foreseen
- The deadline for the final report is January 31st, 2019

Your qualifications, experiences and competencies

- A relevant academic degree or similar advanced education, e.g. in sociology, social sciences, qualitative research, mass media, evaluations, marketing
- A minimum of 3 years of professional experience of working with qualitative research methodologies and tools
- A minimum of 2 years' experience in fundraising and communication activities
- Evaluation competencies
- Good understanding of public communication and the differences between institutional communication vs. marketing
- Experience in humanitarian or development interventions is desirable
- Experience of working on Austrian donation and fundraising market is desirable
- Strong understanding of fundraising and donation market drivers, target groups, latest development trends.
- Strong knowledge of marketing and fundraising strategies and theories
- An excellent knowledge of German and fluency in English
- Proven strong analytical, report-writing and presentation skills
- Ability to work independently and produce results under time pressure

Interested?

Please send your application as soon as possible but latest until **November 19th, 2018** via email to jobs-vienna@vienna.msf.org.

Please include your CV and motivation letter in which you indicate how your skills match our expectations. Further please indicate your availability and expected remuneration.