

Job Position : Social Media Strategist

PURPOSE OF POSITION

The social media strategist is responsible for the development and implementation of social media strategy to increase online brand awareness and trust; implement strategic initiatives to enhance WVFT's integrated marketing and strategic communications campaigns. The position will provide quality assurance for all external published contents and ensure adherence to local laws, World Vision's branding and safeguarding guidelines.

MAJOR RESPONSIBILITIES

1. Oversee all WVFT social media accounts: Facebook, Youtube, Instagram, Line, LinkedIn
2. Work alongside Marketing Acquisition and Digital team to develop a Content Marketing Strategy, curate and execute engaging, creative content for regularly scheduled posts, in alignment with the organisation's strategy, communications and fundraising plans.
3. Coordinate social media messaging with different departments such as Advocacy, Field Operations Teams, to provide effective strategies to reach targeted communication goals.
4. Manage the social media calendar to keep content organised and plan ahead
5. Work with the digital innovation team to measure the success of every social media campaigns to gather visitors' data and determine efficacy and areas for social media campaign improvements and content optimization opportunities.
6. Monitor and develop reports on competitors' activities within social media spaces
7. Analyse social media trends and find chances to hop on to the trend to create relevancy

Job Position : Social Media Strategist

8. Mitigate media risk and reputation risk of the organisation and ensure that all published contents are aligned with the law and WVFT's safeguarding policy
9. Develop and publish social media guideline for staff and partners.
10. Conduct regular social listening to understand what people are saying about the organization
11. Work with Brand & Communications Managers to respond to comments on social media channels timely and in accordance to WVFT's brand voice and World Vision International Social Media Guidelines and Policies.

KNOWLEDGE, SKILLS AND ABILITIES

1. Bachelor's degree in related fields
2. Expertise in digital media with good understanding about digital marketing and the social media platforms
3. Excellent computer commands-MSOffice, Excel,PowerPoints,Photoshop,Illustration
4. More than3 years of experience in social media best practices across Facebook, Instagram, LinkedIn, Twitter and Line.
5. Good command of English is a plus
6. Have experiences in social media content writing and curation
7. Good knowledge in social media KPIs/Performance Indicators to measure success
8. Have experiences in fan page management and Influencer Engagement for various brands

Job Position : Social Media Strategist

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่:

มูลนิธิศุภนิมิตแห่งประเทศไทย

809 ซ. ศุภนิมิต ถ. ประชาอุทิศ

แขวง สามเสนนอก เขต ห้วยขวาง กรุงเทพฯ 10310

พร้อมกับแนบ สำเนาบัตรประชาชน สำเนาทะเบียนบ้าน สำเนาวุฒิการศึกษา และเอกสาร
อื่นๆ ที่เกี่ยวข้อง หรือส่งมาทาง E-Mail : tha_recruitment@wvi.org

สอบถามข้อมูลเพิ่มเติมได้ที่: 02-0229200 ต่อ 414

หรือที่ : <https://www.worldvision.or.th/page/workwithus.html>



World Vision

มูลนิธิศุภนิมิตแห่งประเทศไทย
World Vision Foundation of Thailand