

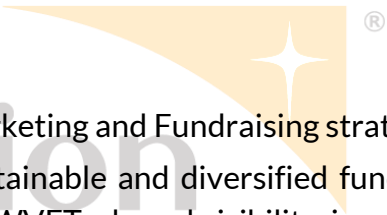
Job Position: Marketing and Fundraising Director

World Vision Foundation of Thailand is a Christian humanitarian, development and advocacy organisation devoted to improving the lives of children, their families and communities by tackling the root causes of poverty. With nearly 50 years of experience in the country, we help all people regardless of race, gender, and religion. Come join our team in Thailand, be part of our 40,000+ staff working in over 90 countries and share the joy of transforming vulnerable children's life stories:

Learn more about our work at worldvision.or.th



PURPOSE OF POSITION



To lead the design and implementation of WVFT's Marketing and Fundraising strategy. This strategy aims to grow, optimize and build a sustainable and diversified funding streams. The RD Director leads the way in enhancing WVFT's brand visibility, improve top of mind awareness and foster increased trust within the Thai market, positioning WVFT as the NGO of choice for individuals, churches, institutions and corporations in giving for child wellbeing.

Reporting to the National Director, and leading a team of Division Managers, this role will inspire, drive and facilitate efforts to reach more vulnerable children by strengthening WVFT's brand, credibility, marketing, fundraising and communications capability.

This role will model effective strategic, technical and team/people leadership to create an environment in which staff are clear about Resource Development (RD) direction and can grow and adapt their mindsets and technical and core skills to build a culture of high-performance, accountability, trust, collaboration, agility, continuous improvement and digital innovation for strengthened Marketing and Fundraising performance and impact.

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MAJOR RESPONSIBILITIES

Strategic leadership and accountability. 40%

Ensure that:

- Marketing and Fundraising strategy contributes to the successful execution of the NO strategy
- National Director & SLT benefit from Marketing and Fundraising expert guidance for effective decision-making and planning
- Fundraising strategy grows sustainable and diversified funding
- Performance metrics and monitoring systems and reporting built and operational
- Strategic marketing tactics are built and sustained to raise WVFT profile, brand trust & funding opportunities
- Effective engagement with the WVFT Board
- WVFT strategy is aligned with Partnership optimizing globally proven best practices and opportunities, products and expertise.
- Strong collaboration with Field Programming to increase alignment with key donor trends and interests to attract more individual philanthropic and corporate income

Strategic engagement and partnerships. 30 %

Ensure that:

- Opportunities to grow external relationships, build WVFT brand and executive profile are sought & taken
- Relationships with churches, corporations, Major and HNWI donors, ambassadors and other groups (i.e. media) are cultivated to turn them into active donors, advocates and influencers
- Collaboration with WV regional & global teams is effective with clear alignment & mutual learning opportunities
- WVFT is successfully represented at relevant external network meetings/ forum, marketing and fundraising summits
- Contracts with agencies and vendors are negotiated and utilized to grow and enhance WVFT capability and income

Fundraising capability and performance. 20%

Ensure that:

- Marketing and Fundraising annual business, risk management plans and budget are developed and executed
- Operational plans are executed with clear learnings documented and used to inform improvements and changes

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- Workforce planning is conducted and divisions are appropriately staffed through proactive identification of staff learning and development needs
- Relevant RD systems, platforms, processes and services are effective, efficient and continuously improved
- Organizational changes are effectively led, with a strong emphasis on positive change management

Team and direct reports' performance and development. 10%

Ensure that:

- RD leadership team plans and collaborates effectively for optimal performance
- Division Managers receive the right mix of direction and support to be successful through ongoing partnering for performance conversations and activities
- Spirit of 'taking smart risks' and 'learning through mistakes' is nurtured
- Division Managers feel cared for and engaged
- RD leadership team can live out WV core values
- Talent management and succession planning processes are implemented
- RD staff collaborate, grow, feel cared for and live out WVFT's core values

World Vision

KNOWLEDGE, SKILLS AND ABILITIES

- Minimum of a Bachelor's degree in Business Administration, Marketing, Communications or a related field, Master preferred
- Deep understanding of best practices in fundraising, and the donor landscape in Thailand
- Exceptional and authentic networking skills
- Executive communication skills
- Strong skills in negotiating and influencing
- Business development and relationship management
- High Emotional Intelligence, including the ability to discern and adapt interpersonal skills to meet the needs, expectations and motivations of others
- Computer literacy skills, e.g. CRM database experience, strong skills in the use of MS Office Suite; email; calendar
- Ability to work in a cross-functional structure
- Extensive experience in leading and managing Marketing / fundraising/ business roles, preferably in international development organizations
- Proven track record in leading strategy implementation from start to execution
- Demonstrated ability to lead and manage large functions/departments and provide the required leadership skills and technical expertise for change and success

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- Proven track record as a strategic networker who can build strong relationships and partnerships and effectively negotiate with external agencies and donors
- Demonstrated ability to effectively contribute to a senior leadership team and engage with Boards
- Proven track record in influencing leaders/managers with high cultural sensitivity to different Asian cultures.

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

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สอบถามข้อมูลเพิ่มเติมได้ที่: 02-022-9200 ต่อ 153 (ฝ่ายบุคคล)



As a child focused organisation, World Vision Foundation of Thailand is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

By submitting your application, you understand and accept that World Vision Foundation of Thailand will process the data you provide for the purposes of your application and in accordance with the World Vision Foundation of Thailand - Job Applicant Privacy Notice.