

Job Position: Corporate Communications Department Manager (ผู้จัดการแผนกสื่อสารองค์กร)

World Vision Foundation of Thailand is a Christian humanitarian, development and advocacy organization 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

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PURPOSE OF POSITION

The Corporate Communications Department Manager is responsible for providing strategic leadership in managing the production and distribution of evidence-based, child and community-focused contents and stories. This role will ensure that contents capture and highlight:

- a) issues facing vulnerable children and families and;
- b) impact and technical expertise of World Vision's Development Programmes, Advocacies, and Emergency Response.

MAJOR RESPONSIBILITIES

Content Strategy Development and Execution: Develop and execute a comprehensive content strategy in support of the organization's public engagement and resource development goals. **(30%)**

- Content plan and calendar in place
- Technical branding plan/GAM comms plan is in place and implemented
- Impact Reports for external audience drafted, packaged and distributed
- Improved Visibility/branding of all WV projects in the field
- National Disaster Preparedness comms plan drafted and updated.

Social Media Management: Develop and implement social media strategy to increase brand awareness and trust, support fundraising initiatives **(20%)**

- Improved brand awareness, trust and income through social media platforms.
- Increase in social media following and engagement.
- Risks arising from social media platforms are mitigated.

Job Position: Corporate Communications

Department Manager (ผู้จัดการแผนกสื่อสารองค์กร)

- Competitor analysis, trends, social media insights are leveraged to improve channels' performance.
- Recognizable brand image through consistent alignment with brand standards

Providing support to and collaborating with key internal teams including Humanitarian and Emergency Affairs (HEA), Programmes and Advocacy to gather ministry and fundraising-related content in the area programmes. (20%)

- Content and editorial support provided for reporting, engagement purposes.
- Field offices are supported with capacity building, brand and messaging review to fulfill Sponsorship 3.0 deliverables. (goal-owned by Sponsorship team).
- Field staff are trained on basic field communication skills i.e. photography, videography, caption writing

Internal and Executive Communications: Ensuring that staff feel involved and empowered as brand ambassadors; WVFT leadership, particularly the national director is supported in internal and external engagements (10%)

- Annual Report is produced on time.
- National Director's internal and external engagements are supported.
- Executive and Internal Communications plans are in place.

Supervising and Harnessing the performance of the corporate communications unit which includes communication specialists based in the field office (20%)

- High performing and inspired team that delivers on key performance indicators.
- Timely conduct and submission of reports (i.e. MMR, Performance Review, etc.)
- Team is compliant to child and adult safeguarding policies (consent forms)
- World Vision content development and platforms like Content Flow, wvrelief.net, StoryHub are well managed and maximized for archiving.

QUALIFICATIONS FOR THE ROLE & REQUIRED KNOWLEDGE & PROFESSIONAL EXPERIENCES

- At least 5 years in the similar position or capacity.
- Ability to travel to different Area Programmes of WVFT.

Job Position: Corporate Communications

Department Manager (ผู้จัดการแผนกสื่อสารองค์กร)

- Strong communication and interpersonal skills.
- Strong strategic thinking.
- Good team player as well as able to work independently.
- Strong editorial and writing skills for media a plus.
- Advanced knowledge of photojournalism, video productions and disaster communications.
- Understanding of digital marketing principles, including SEO, social media marketing, email marketing, and other online strategies to effectively leverage digital channels.
- Strong project management skills to handle multiple tasks, coordinate with cross-functional teams, and meet deadlines effectively.

REQUIRED EDUCATION, TRAINING, LICENSE, REGISTRATION, AND CERTIFICATION

- Bachelor's/College Degree in Development or Mass Communications/ Journalism or equivalent.

PREFERRED SKILLS

- Fluency in both oral and written English is an advantage

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

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สอบถามข้อมูลเพิ่มเติมได้ที่: 02-022-9200 Ext. 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.