

Job Position: Corporate Social Media Specialist

(เจ้าหน้าที่ผู้เชี่ยวชาญด้านโซเชียลมีเดีย)

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

PURPOSE OF POSITION

The Social Media Specialist will develop, execute, and monitor the social media strategy for the World Vision Foundation of Thailand (WVFT). This role involves creating and managing content across all WVFT social media channels to boost brand awareness, enhance audience engagement, build trust, and support fundraising initiatives. ®

MAJOR RESPONSIBILITIES

Oversee WVFT social media accounts + Content Creation and sharing + Social media calendar management (40%):

- Oversee all WVFT social media accounts: Facebook, Youtube, Instagram, LinkedIn, X, TikTok
- Generate, edit and share daily contents, including original text, images, videos across channels, including website, to foster engagement among public
- Develop and manage a social media and website content calendar that schedules posts, campaigns, and activities in advance.
- Coordinate with other teams to ensure the calendar aligns with key organizational events, initiatives, and campaigns.

Metrics and Reporting (20%):

- Monitor and analyze social media metrics and insights to determine areas for social media campaign improvements and content optimisation opportunities.
- Analyze social media trends and technologies to create relevancy.

Active Engagement and Community Building (20%):

- Actively engage with followers by responding to comments, messages, and

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inquiries in a timely and thoughtful manner.

- Collaborate with relevant departments (e.g., Communications, Fundraising, Programs) to provide accurate and consistent responses, ensuring that all interactions reflect WVFT's values and objectives.

Reputational Risk Management: Mitigate reputation risk of the organisation and ensure that all published contents are aligned with the law and WVFT's safeguarding policy. (20%)

- All contents released have consent.
- Information and online activities that could affect reputation are proactively monitored.
- Reactive and proactive messaging documents are developed
- WVFT's Informal or duplicating accounts are reduced.

QUALIFICATIONS FOR THE ROLE & REQUIRED KNOWLEDGE & PROFESSIONAL EXPERIENCES

- More than 3 years of experience in social media best practices across Facebook, Instagram, LinkedIn, Twitter and Line.
- Good command of English is a plus.
- Have experiences in social media content writing and curation.
- Good knowledge in social media KPIs/Performance Indicators to measure success.
- Have experiences in fan page management for various brands.
- Can travel to different provinces.

REQUIRED EDUCATION, TRAINING, LICENSE, REGISTRATION, AND CERTIFICATION

- Bachelor's degree in related fields.
- Expertise in digital media with good understanding about digital marketing and the social media platforms.

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- Excellent computer commands-MSOffice, Photoshop, Illustration, video editing software.

PREFERRED SKILL(S)

- 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.

มูลนิธิศุภนิมิตแห่งประเทศไทย
World Vision Foundation of Thailand