

Job Position: Influencer Engagement Specialist

(เจ้าหน้าที่ผู้เชี่ยวชาญด้านสานสัมพันธ์กับอินฟลูเอนเซอร์)

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 Influencer Engagement Specialist is responsible for identifying, building and managing relationships with influencers, celebrities and thought leaders to amplify and protect World Vision Foundation of Thailand's brand, leading to increased brand trust, increased donor acquisition and retention

MAJOR RESPONSIBILITIES

Identify, build and manage relationships with influencers, thought leaders who are aligned to WVFT's mission, vision and values: (30%)

- Pool of influencers that can represent WVFT brand
- Strengthened relationships with existing influencers
- Risk management plan in place

Together with relevant teams, develop and execute influencer activities and events including field trips, social media challenges to support brand awareness and fundraising campaigns: (25%)

- Successful influencer engagement during major campaigns
- New and creative approaches to influencer campaigns
- Increased brand awareness

Develop and implement strategy and execution plan for WVFT's brand ambassadorship programme for celebrities and influencers in consultation with key internal stakeholders and partner agency: (25%)

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- Ambassadorship programme strategy in place
- Increased in official WVFT brand ambassadors
- Increased brand trust and engagement

Build, nurture and manage relationships with influencer marketing agencies, content creators market: (20%)

- New and/or strengthened partnership with influencer agencies
- Increased campaign awareness and engagement resulting from successful engagement with content creators

QUALIFICATIONS FOR THE ROLE & REQUIRED KNOWLEDGE & PROFESSIONAL EXPERIENCES

- Preferably 1 year in the similar position or capacity
- Preferably with industry experience in marketing or advertising

REQUIRED EDUCATION, TRAINING, LICENSE, REGISTRATION, AND CERTIFICATION

- Bachelor's Degree in Marketing or equivalent
- In depth knowledge of social media and influencer marketing industry
- Basic photography skills
- Copywriting and editing
- Can work on extremely tight deadlines and fast-paced work environment
- Client-oriented, detail-oriented, fluid with imagination and creative ideas, and willing to collaborate

PREFERRED SKILLS

- Travel and/or Work Environment Requirement: **20% travel**
- Fluency in both oral and written English is an advantage

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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.

