

# Job Position : Direct Marketing Manager

## WHO WE ARE

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.

## OUR SELECTION PROCESS

We embrace diversity, employing people from a variety of cultural and religious backgrounds. We take our child and adult safeguarding responsibilities seriously and we are committed to providing an environment that is safe for children. All successful candidates will undergo all required pre-employment checks which is inclusive of a criminal record check. Our stringent recruitment procedures make sure the safest and most suitable people work with the children in our programmes.

Come join our team in Thailand, be part of our more than 33,000 staff working in 100 countries and share the joy of transforming vulnerable children's life stories!

***Learn more about our work at [worldvision.or.th](http://worldvision.or.th)***

## PURPOSE OF POSITION

The Direct Marketing Manager leads the strategy and execution of individual donor fundraising across telemarketing, face-to-face, direct mail, donation boxes, and mid-to-high-value donor engagement. The role aims to work with the team to grow income and donor lifetime value by building strong personal relationships with individual donors and delivering exceptional donor experiences across all online and offline touchpoints.

## MAJOR RESPONSIBILITIES

### **1. Team Leadership, Governance & Stakeholder Management 20%**

- Lead, coach, and build capacity for telemarketing, HNWI, and offline specialists to achieve income and engagement targets.
- Plan workforce and recruitment to ensure the right talent and structure are in place, with clear succession and capacity development.
- Build a team culture that reflects WV's Vision, Mission, and Core Values, and foster collaboration, accountability, and psychological safety within team.
- Manage performance through clear goals, regular feedback, and coaching to drive both results and staff growth.
- Promote staff well-being and resilience while maintaining a safe and supportive work environment.
- Ensure all donor communications and fundraising activities adhere to safeguarding, ethical fundraising, and PCI compliance standards.
- Coordinate with Finance, Campaign, and IT/MarTech teams for data accuracy, payment processing, and reporting.
- Report progress and learnings to the Resource Development Director and SLT.

# Job Position : Direct Marketing Manager

## 2. Direct Marketing Strategy, Planning and Analysis 15%

- Develop and implement a donor engagement and upgrade strategy targeting mass, middle, major, and HNWI donors through 1-1 approaches.
- Use data insights to inform segmentation, targeting, and resource allocation.
- Forecast channel income, monitor performance, and recommend adjustments.
- Collaborate with Data and Finance teams for data integrity, campaign tracking, and financial reporting.

## 3. Channel & Product Development 15%

- Lead the development of Signature Initiatives and related communication collaterals as key fundraising tools for middle, major, and HNWI donors, in line with strategic priorities.
- Manage agencies and vendors for channel operations, creative production, and performance tracking.
- Test and optimize channel offers, messages, and donor journeys based on data insights.

## 4. Donor Acquisition & Relationship Management 50%

- Personally acquire, engage, and nurture donors across mass, middle, major, and HNWI segments through one-on-one communication (calls, meetings, emails, events).
- Strengthen long-term relationships with key donors by delivering meaningful updates, impact stories, and recognition experiences.
- Build networks and partnerships to identify and convert new individual donors through referrals and external events.
- Collaborate with the Campaign and Retention teams to ensure consistent donor messaging and seamless experiences across touchpoints.

## KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in Marketing, Communications, Business Administration, Non-profit Management, or related field.
- Professional training or certification in Fundraising, Direct Marketing is an advantage
- Minimum 7 years of experience in fundraising, direct marketing, or customer relationship management, with at least 3 years in a supervisory or managerial role.
- Proven track record in acquiring, nurturing, and retaining individual donors — including mass, middle, major, and high-net-worth donors.
- Demonstrated success in managing multi-channel fundraising campaigns (telemarketing, F2F, and donor events).
- Experience in relationship-based fundraising and personally managing a portfolio of high-value donors.
- Strong understanding of donor segmentation, upgrade strategies, and donor journey mapping.
- Experience in data-driven decision-making, ROI analysis, and forecasting.
- Experience in nonprofit, CSR, or cause-marketing environments preferred.
- Proficiency in CRM systems (e.g., Salesforce, HubSpot, or equivalent)
- Strong command of Excel and analytics platforms for donor and channel performance tracking.

# Job Position : Direct Marketing Manager

- Working knowledge of telemarketing operations, and F2F fundraising practices.
- Ability to design and evaluate donor journeys and retention models.
- Excellent written and verbal communication skills in Thai and English for donor-facing engagement.
- Understanding of budget management, compliance, safeguarding, and PCI-DSS standards in fundraising.
- Strategic thinker with strong relationship-building and influencing skills.
- Proficiency in MS Office & Teams, ability to leverage digital platforms and AI tools for program delivery, data analysis, reporting, and process automation, ensuring ethical and effective use.
- Skills in proposal writing, fundraising, and donor engagement, with familiarity in ESG principles and private sector collaboration for resource mobilization is preferred.
- Fluency in Thai and proficient English (written and spoken) preferred.
- Based in Bangkok
- Occasionally travel to programme areas.
- Commitment to WV's Christian ethos and ability to integrate faith-based values into leadership and programming.

\*\*\*\*\*  
As a child focused organization, 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.

Applicants are required to send a CV and cover letter via email to [Thanyarat\\_Charndamernkit@wvi.org](mailto:Thanyarat_Charndamernkit@wvi.org) Tel. 02-0229200 Ext.151. Applications will be reviewed on a rolling basis, with interviews scheduled with suitable candidates on a rolling basis. Any questions or requests for additional information can be directed to the emails and phone number above.