

Job Position : Campaign & Channel 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

PURPOSE OF POSITION

The Campaign & Channels Manager drives the development and execution of organisation-wide fundraising campaigns that grow income, strengthen supporter engagement, and elevate brand visibility. The role leads campaign planning, implementation, and performance analysis across digital and offline channels (face-to-face booth and events, direct mail, donation boxes) while ensuring full integration with other donor touchpoints—including telemarketing, middle-donor, and high-net-worth segments—through close collaboration with the Branding & Communications and Donor Retention teams.

MAJOR RESPONSIBILITIES

1. Team Leadership, Governance & Stakeholder Management 20%

- Lead and develop a high-performing, values-driven team to deliver campaign and fundraising priorities.
- 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.
- Oversee compliance with safeguarding, ethical fundraising, and financial accountability standards.

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- Coordinate with Finance, Procurement, and Programme teams to ensure transparent governance, partner vetting, and reporting

2. Campaign Conceptualization & Planning 20%

- Lead the annual campaign calendar integrating CS & Non-CS products
- Develop creative campaign concepts, messaging frameworks, and donor journeys in collaboration with Brand & Comms.
- Ensure campaigns align with organisational priorities, audience insights, and brand identity.
- Coordinate internal brainstorming and ensure alignment with global & national priorities.
- Set measurable KPIs, budgets, and success metrics for each campaign.

3. Campaign Implementation Across Channels 40%

- Oversee end-to-end campaign execution across digital, f2f, DM channels.
- Coordinate cross-channel integration with donor-facing units (Telemarketing, Retention, Middle Donor, HNWI) to ensure consistent supporter experience.
- Manage timelines, budgets, and deliverables with internal teams and agencies.
- Monitor campaign performance in real-time; track ROI, conversion, and engagement rates.
- Lead post-campaign evaluation and develop actionable insights for future improvement

4. Innovation and Channel Development 20%

- Research and test emerging trends, channels, and technologies for donor engagement.
- Pilot new fundraising approaches.
- Collaborate with the Data & Marketing Innovation team to leverage analytics and automation

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in Marketing, Communications, Business Administration, Non-profit Management, Digital Innovation or related field.
- Professional training or certification in Digital Marketing, Project Management, or Fundraising is an advantage.
- Minimum 7 years of experience in marketing, fundraising, or campaign management, with at least 3 years in a supervisory or managerial role.
- Proven record leading multi-channel campaigns from strategy to post-analysis (digital, partnerships, events, or mass marketing).
- Experience working with cross-functional teams and managing agencies, vendors, or creative partners.
- Demonstrated success in data-driven campaign planning, ROI analysis, and audience segmentation.
- Experience in nonprofit, CSR, or cause-marketing sectors preferred.
- Strong leadership and team-building skills; ability to motivate and develop high-performing teams.
- Proficient in digital marketing tools (e.g., Google Ads, Meta Ads Manager, LINE OA, SEO, email automation, analytics dashboards)
- Skilled in CRM and campaign management systems (e.g., HubSpot or equivalent)

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- Knowledge of A/B testing, conversion optimization, audience targeting, and campaign performance metrics.
- Strong analytical and reporting skills, able to translate data into actionable insights.
- Solid understanding of budget management, procurement processes, and safeguarding standards in fundraising preferred.
- 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 Banyen_Muenjob@wvi.org **Tel. 02-0229200 Ext.154**. 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.

World Vision Foundation of Thailand