

Job Description & Position Description Questionnaire (JDPDQ)



Please submit an organizational chart to your People & Culture Business Partner along with this JDPDQ.

POSITION INFORMATION

Position/Business Title	Social Media Monitoring Assistant (Persons with Disabilities)		
Manager Name/Title	Corporate Communications Manager	Cost Centre/DPC	
Department	B&C	Approved S&B Budget Amount	
History of Position	New	JDPDQ Revision Date	
Preferred Location(s)	Home-based with occasional in-person meetings		

JOB PURPOSE

The Social Media Monitoring Assistant (Persons with Disabilities) will support the World Vision Foundation of Thailand (WVFT) in monitoring social media platforms, identifying emerging issues, tracking audience sentiment, and supporting online community engagement.

The role will help ensure timely identification of reputational risks, misinformation, safeguarding concerns, and opportunities for positive engagement. This position is designed to provide meaningful employment opportunities for persons with disabilities while contributing to WVFT's digital communication and safeguarding efforts.

KEY RESPONSIBILITIES

% of time	Activity	End Results
40%	Social Media Monitoring and Listening • Monitor WVFT social media channels (Facebook, Instagram, TikTok, LinkedIn, YouTube, X and Line OA). • Track comments, messages, mentions, tags and discussions related to WVFT. • Identify emerging issues, negative comments, misinformation, safeguarding concerns, and potential opportunities for engagement. • Escalate sensitive issues to the Communications team promptly.	• Daily monitoring log record submitted in the system. • Weekly monitoring reports submitted. • Potential risks and opportunities identified early. • Timely escalation of safeguarding and reputational concerns. • Improved responsiveness to online conversations.
25%	Community Management Support • Assist in responding to routine inquiries and comments using approved response templates. • Flag complex or sensitive questions to relevant teams. • Support maintaining a positive and respectful online environment. • Monitor compliance with community guidelines.	• Improved response time to public inquiries. • Positive audience engagement maintained. • Consistent application of WVFT messaging and values.

20%	Data Collection and Reporting • Compile weekly and monthly social media monitoring reports. • Track trends in audience sentiment, engagement, and recurring questions. • Maintain records of online incidents and responses. • Support competitor and sector monitoring activities	• Weekly and monthly reports produced accurately and on time. • Key insights shared with relevant teams. • Trends and risks documented for decision-making.
15%	Reputation and Safeguarding Support • Monitor online discussions related to child protection, safeguarding, misinformation, fraud, or misuse of WVFT's name and branding. • Identify unofficial or duplicate social media accounts impersonating WVFT. • Support documentation of incidents and mitigation actions. • Assist with crisis monitoring during emergencies and campaigns.	• Safeguarding and reputational risks identified promptly. • Accurate records of incidents maintained. • Improved organizational preparedness during crises.

KNOWLEDGE, SKILL AND EXPERIENCE

Required Education, training, license, registration, and/or Certification	• Experience using social media platforms such as Facebook, Instagram, TikTok, LinkedIn, YouTube, X, or Line. • Experience in customer service, community management, data entry, administrative support, or social media monitoring is an advantage. • Strong attention to detail and ability to identify trends or unusual online activity. • Basic understanding of social media etiquette and online engagement. • Ability to work independently and follow established procedures.
Required Professional Experience	• Diploma or Bachelor's degree in Communications, Journalism, Marketing, Information Technology, Social Sciences, or related fields. • Basic computer literacy, including Microsoft Office applications. • Familiarity with social media platforms – FB, IG, Tiktok, YouTube, X and LinkedIn – and digital communication tools. • Training in disability-inclusive employment, safeguarding, or customer service is an advantage.
Technical Knowledge and Skills	• Experience using social media monitoring or listening tools. • Knowledge of accessibility features and inclusive digital communications. • Experience working with NGOs, charities, or community organizations. • Good command of written Thai. • Basic English reading ability is an advantage.
Core competencies	Grow ☒ Demonstrate World Vision's Christian identity and values with humility and boldness. ☐ Take care of personal well-being and support others to do the same. ☒ Take opportunities to learn, grow, and develop to improve performance. ☐ Model a growth mindset. Collaborate

	☐ Relate appropriately with people of different cultures, faiths, and Christian traditions. ☐ Build trusting relationships by treating others with empathy and respect. ☒ Partner effectively with others to make a bigger difference and increase impact. ☐ Support others' development. Deliver ☐ Use WV's Christian identity to guide decision-making and action. ☒ Prioritize work goals and actions to deliver results on time. ☒ Show responsibility and reliability in fulfilling work duties. ☒ Focus on what is important. Adapt ☐ Seek God's guidance during change through prayer and discernment. ☐ Show willingness to change ideas and adapt plans to respond to changing needs and situations. ☐ Seek and discover ways to simplify and improve work tools, processes, and systems. ☐ Sense and respond to changes in the environment.
Required Language(s)	• Strong written Thai. • Basic English reading and writing skills are an advantage.
Required travel and/or work environment accommodations	• Limited travel may be required for meetings, training, or organizational events.
Position's physical requirements	• WVFT is committed to providing reasonable accommodation to support employees with disabilities. • The position can be adapted to accommodate different disability needs, including flexible work arrangements, assistive technologies, and accessible workspaces where feasible.

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KEY WORKING RELATIONSHIPS		
Contact (within WV or outside WV)	Reason for contact	Frequency of contact
Branding and Communications Director	Strategic guidance, approvals, and performance oversight	Weekly, as needed
Corporate Communications Manager	Strategic guidance, coordination, approvals, and performance oversight to ensure alignment with organisational communications priorities and standards	Daily, weekly; as needed
Programme team members	Provide support in producing multi-channel content and communications materials for technical branding.	Biweekly, monthly, as needed
Resource Development team members	Provide support in producing multi-channel content and communications materials for resource development.	Biweekly, monthly, as needed
People & Culture (P&C)	Provide support in producing content and communications materials for P&C purposes.	As needed

DECISION MAKING

The Social Media Monitoring Assistant works under the supervision of the Communications Manager or Social Media Specialist and is responsible for:

- Identifying and escalating potential risks and issues.
- Applying approved response templates for routine inquiries.
- Maintaining accurate monitoring records and reports.
- Referring complex, safeguarding-related, legal, or reputational issues to supervisors.

The role does not have authority to publish content, issue official statements, or independently respond to high-risk situations.

APPROVALS

Manager Name:	Manager Approval Date: Click or tap to enter a date.
P&C Business Partner Name:	BP Approval Date: Click or tap to enter a date.
P&C Talent Acquisition Partner:	TA Approval Date: Click or tap to enter a date.