



## SOI DOG FOUNDATION

# SENIOR COMMUNICATIONS AND MARKETING OFFICER - THAILAND

## JOB DESCRIPTION

### ABOUT US

We are the largest animal welfare organisation in Asia dedicated to helping stray dogs and cats. Our mission is 'To improve the welfare of dogs and cats in Asia, resulting in better lives for both the animal and human communities, to create a society without homeless animals, and to ultimately end animal cruelty'.

The values we rate are passion, compassion, honesty and transparency.

### JOB SUMMARY

We are seeking an experienced, creative Senior Communications and Marketing Officer to join our ever-growing organisation. You will oversee the development of our Thai print media reach and seek to increase and build brand awareness through both traditional and new media campaigns, and develop engaging, audience-led content to new and existing supporters through social media, email and media. Prior experience is essential, and you will display the hunger and desire to bring your experience to benefit the stray dogs and cats of Thailand.

### DUTIES AND RESPONSIBILITIES

- Proactively secure and maintain Thai press and PR opportunities to build brand awareness
- Work with our visual creative team to collaboratively create impactful campaigns
- Copywriting, proofing and editing skills for publications such as newsletters
- Manage assigned Social Media Channels (publishing/community management) and oversee the creation of social media content, manage the calendar, and support with the writing of engagement content for Facebook, Instagram, blogs/newsletters that tell our brand story, reinforce our mission, and drive the Soi Dog programmes
- Develop marketing and PR strategies to grow Soi Dog's awareness within Thailand
- Prepare and maintain a marketing plan and calendar of activities
- Share actions and content plans with the Community Engagement Department, Thai Fundraising and Visual Creative teams on a regular basis to ensure cohesiveness
- Track analytics and reporting on marketing activities

## MARKETING REQUIREMENTS AND QUALIFICATIONS

- Minimum 3 years' experience in marketing and communications
- Relevant professional qualifications in the field of marketing and communications
- Extensive knowledge of current and relevant markets
- Proficient in analytics and market testing
- Willingness to try innovative marketing strategies
- Excellent time management, able to balance many projects at once
- Social media marketing experience across Facebook, Instagram, TikTok and YouTube is a must
- Experience growing a following on above platforms
- Email marketing experience
- Strong communication, presentation, writing skills and assertiveness
- Expertise in Microsoft Office, Adobe Creative Suite, Mailchimp, SEO tools, Google analytics or Microsoft Office 365 a plus.
- Exemplary written and oral communication skills in English and Thai
- Proficient translation skills Thai >> English and English >> Thai

## YOUR PROFILE

- Animal Welfare or nonprofit experience considered a major asset
- Excellent written English / copywriting skills
- Marketing strategy and planning
- Demonstrated experience with Media Relations (PR briefs, coordination, etc.) and Social Media Management / Editorial planning
- Ability to work with freelancers and to work cross-functionally with multiple internal/external stakeholders
- Experience in creating and producing marketing content (presentations, documents, ads, campaigns, etc.)
- Digital (SEO, SEM) marketing experience is a must
- Ability to work a flexible schedule during the days, evenings, weekends, and statutory holidays depending on the ongoing project
- Strong capacity to work with multiple schedules at once and under pressure
- Environment may be fast paced and stressful
- Thoroughness and attention to detail
- Well-developed organisational skills
- Demonstrate ability to work well with clients (internal and external)
- Adapt to change easily
- Strong team player and highly collaborative
- Ability to travel throughout Thailand as required

## WORKING HOURS AND LOCATION

- This is not a work from home position, you will be required to work at Soi Dog's headquarters in Phuket with regular visits to Bangkok.
- Five-day working week, 40 hours per week with two days off. Employee may start and finish work at different times depending on their duties as directed by their manager.

## BENEFITS

- 19 annual holidays (including Thai National Holidays 13 days) rising to 25 days with year of service
- Annual Salary Adjustment
- Annual Service bonus
- Social Security
- Provident Fund
- Uniform

## HOW TO APPLY

Please send your CV together with a covering letter in **English** detailing why you think you would be appropriate for this role, to [hr@soidog.org](mailto:hr@soidog.org)

Short-listed candidates will be notified by email.