



Digital Communication Officer (Spanish)

About Soi Dog Foundation:

Soi Dog Foundation is the largest animal welfare organisation in Asia dedicated to helping stray dogs and cats. Soi Dog Foundation sterilises, vaccinates, administers medical treatment, shelters, promotes the adoption of stray dogs and cats in Thailand, and runs education programmes on animal welfare. Soi Dog Foundation is also actively working to end the South East Asia dog meat trade, and is expanding within South East Asia, having recently opened an operation in Vietnam.

Soi Dog's Mission Statement 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"**. Its core values are compassion, honesty, integrity and transparency.

For more information, please visit: www.soidog.org

JOB DESCRIPTION

Job Title and Summary: The Digital Communication Officer reports to the International Fundraising Director. The Digital Communication Officer works closely with the Fundraising, Marketing and Visual Creative departments to produce digital fundraising content for web, email and social in Spanish and English.

Under the supervision of the International Director of Fundraising, the Digital Communication Officer will enhance donor communications and stewardship to improve acquisition and donor attrition rates, primarily to a Spanish speaking audience. The successful candidate will design and execute digital campaigns using a range of skills including copy-writing and proof reading, content planning, segmentation and analysis. The Digital Communication Officer will also implement a strategy to drive supporter engagement with the end goal of converting supporters to financial donors.

The Digital Communication Officer will work closely with the International Fundraising Director and the Donor and Data Services Manager to produce content for paid and organic communications.

This is initially a minimum 6-month contract, with the potential to become permanent.

Key Responsibilities:

1. Management of digital communications plans

- a. Produce and execute a digital communication plan to encompass acquisition, retention and stewardship through the development and implementation of effective donor journeys, onboarding and identifying cross-sell opportunities
- b. Source, collate and deliver engaging and emotive content for income generation activities including fundraising appeals, targeted email campaigns, website and social media
- c. Research and prepare compelling copy and content to help inspire and drive income from our supporters and potential supporters

- d. Coordination with the Fundraising, Marketing and Visual Creative Departments to ensure copy and visual assets are produced to schedule, and to arrange translations and mailing list updates and segmentations.
- e. Monitor the performance of campaigns and make optimisations and recommendations based on learnings

2. Production of digital communications content

- a. Produce and test all Spanish email communications ensuring it is aligned with Soi Dog branding requirements
- b. Develop and monitor a robust test and learn strategy
- c. Work with the Donor and Data Services Manager and Fundraising Coordinators to improve on and optimise segmentation processes
- d. Monitor and report on the success of email campaign

3. Social Media

- a. Work closely with the Digital Fundraising Manager to develop emotive content and design campaigns for Facebook advertising to drive conversions, income and engagement
- b. Assist with the production and scheduling of content for social media
- c. Monitor, respond and administer enquiries relating to fundraising campaigns to engage and steward our supporters and followers

4. Website Content

- a. Create, update and test landing pages and be instrumental in leading SEO strategy
- b. Work with the developer when needed to implement new website platforms
- c. Track website analytics and recommend optimisations

5. Grant applications and reports

- a. Working closely with the International Fundraising Director, Donor and Data Services Manager and other relevant stakeholders, research and prepare grant applications
- b. Prepare grant reports as required by the funding organisations and in collaboration with the relevant stakeholders

6. Process development

- a. Develop SOPs and maintain accurate documentation of all processes involved with production of email communications, digital fundraising channels and Facebook advertising
- b. Perform annual audits of all SOPs to ensure accuracy has been maintained

7. Other Duties

- a. Provide leave coverage for other functions in the team, and participate in special projects as needed
- b. Liaise with other departments when assistance from the fundraising team is required
- c. Support on boarding and training of new colleagues
- d. Ensure the security of private personal data per country specific requirements

Department and Supervisor: This position reports to the International Fundraising Director.

Skills and Qualifications:

Essential

- Native Spanish speaker is essential to this role
- Working knowledge of English is essential to this role
- Experience in content creation for web, email and social (fundraising related experience an advantage)
- Experience with email service providers
- Experience with content management systems
- Experience with analytics and reporting
- High level of attention to detail and computer literacy
- Proficient in Microsoft 365 or Office
- Excellent problem-solving skills
- Exceptional interpersonal and communication skills, both oral and written
- A passion for animals and animal welfare

Desirable

- Previous grant writing experience
- Experience of supporting income generation
- Experience of developing and delivering successful target driven campaigns
- Understanding of SEO

Location: Soi Dog Foundation, Mai Kao, Phuket Thailand

Type of Employment: This position is full-time employment for an initial contract of 6 months

Benefits:

- Five-day work a week 08:00-17:00 with two days off. (May be required to work weekend or flexible time depending on their duties as directed by their Head of Department.)
- 19 annual holidays (including Thai National Holidays 13 days) rising to 25 days with year of service
- Annual Salary Adjustment
- Social Security
- Provident Fund
- Uniform
- Visa and work permit

Soi Dog is an equal opportunities employer and does not discriminate on the basis of age, sex, sexuality, religion or disability. Soi Dog Foundation does give preference to Thai candidates for jobs in Thailand.

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

Short-listed candidates will be notified by email.