



# SOI DOG FOUNDATION

## INTERNATIONAL MARKETING AND COMMUNICATIONS MANAGER

### 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 Marketing and Communications Manager to join our ever-growing international organisation. You will lead a team of Marketing Officers to help develop engaging, audience-led content to new and existing supporters through social media, email and media. You will oversee the development of our international print media reach and seek to increase and build brand awareness through both traditional and new media campaigns. 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 international 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 and annual reports
- 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, LinkedIn, blogs/newsletters and Twitter for digital marketing 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 globally
- Prepare and maintain a marketing plan, budget and calendar of activities
- Share actions and content plans with the fundraising and visual creative teams and international regional support teams on a regular basis to ensure cohesiveness
- Manage external and in-house resources
- Tracking 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
- Experience in website and content development
- 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.

## 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
- Strong leadership, relational and interpersonal skills
- Demonstrate ability to work well with clients (internal and external)
- Adapt to change easily
- Strong team player and highly collaborative
- Ability to travel occasionally

## WORKING HOURS AND LOCATION

- This is not a work from home position. Manager will be required to work at Soi Dog's headquarters in Phuket, Thailand.
- Five days a week 08:00-17:00 with two days off. (May be required to work evenings, weekends or flexible time depending on demands)

## PERKS/BENEFITS

- 19 annual holidays (including Thai National Holidays) rising annually on an incremental scale.
- Annual Salary Adjustment
- Social Security
- Provident Fund
- Uniform

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

Closing date for applications:

Please send CV and cover letter to [hr@soidog.org](mailto:hr@soidog.org)