



JOB DESCRIPTION - MARKETING AND PRESS OFFICER (English)

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.

WE'D LIKE

A super-creative, social media savvy wordsmith with a flair for and love of content writing, to work within our marketing department. You will provide assistance with ongoing marketing initiatives, helping to improve communications between Soi Dog and its awesome supporter base, and contribute to press outreach. You'll possess excellent English skills and have the hunger and desire to bring your talent and experience to help benefit the stray dogs and cats of Asia.

DO YOU HAVE

- Excellent verbal and written English skills
- A creative mind and a way with words
- Content writing experience
- Proofreading experience
- A healthy knowledge of all mainstream social media platforms
- Knowledge/experience of writing press releases
- Harnessing existing press relationships and developing new ones
- Ability to work to deadlines
- The ability to work as part of a small, close knit team
- Adaptability and motivational skills
- Excellent time management skills and ability to prioritise amidst ever-changing workloads
- Good communication skills
- An acceptance of cultural quirks

SO, DO YOU FANCY SOME OF THIS?

- Creating high-quality creative marketing content, such as social media posts, newsletters, press releases, digital and print materials such as infographics and flyers, website content and blogs
- Assisting with the planning, development, and implementation of effective marketing communication campaigns
- Producing work in a style that suits the Soi Dog brand and foundation identity
- Assisting the impact of our social media accounts by creating powerfully irresistible content and helping to implement tactics that grow our followers, engage and retain them, and help convert them into life-long supporters, volunteers or adopters
- Work closely with other departments within Soi Dog
- A dual-minded approach: A creative and an excellent writer but also be process-driven
- Provide support and be involved, where required, in any other marketing initiatives

WHERE ARE WE?

In Mai Khao, on the island of Phuket, Thailand

FULL TIME?

Yes, the job is a full-time paid post.

BENEFITS

- Five days a week 08:00-17:00 with two days off. (May be required to work weekend or flexible time depending on duties)
- 19 annual holidays (including Thai National Holidays 13 days) rising annually on an incremental scale.
- Annual Salary Adjustment
- Visa and work permit
- Social Security
- Provident Fund
- Uniform

HOW TO APPLY

Please send your CV and expected salary, together with a covering letter only detailing why you think you would be appropriate for this role, to hr@soidog.org.

Short-listed candidates will be notified by email.