



SOI DOG FOUNDATION

SOCIAL MEDIA CONTENT CREATOR - 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'***.

For more information, please visit www.soidog.org

WE'D LIKE...

A confident, comfortable in front of the camera, flair for (and love of) content creation, social media queen or king to work within our marketing team. You will provide assistance with ongoing marketing initiatives and help with the development of communication between Soi Dog and its awesome supporter base. 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.

DO YOU HAVE...

- Excellent verbal and written English skills (essential)
- Verbal and written Thai language skills to a good level (desirable)
- A sense of branding and the ability to keep a consistent tone of voice
- Good knowledge of all mainstream social media platforms (Instagram, Facebook, YouTube, TikTok, Twitter)
- Experience and confidence in hosting pre-record and live video content
- Strategic awareness
- Basic video editing skills
- Knowledge of Adobe suite
- The ability to write for multiple channels
- The ability to work as part of a team
- Motivational skills
- Good organisational skills and flexibility
- Excellent time management skills and ability to prioritise
- The ability to communicate with lots of different characters
- An acceptance of cultural quirks

ROLE DESCRIPTION

As a social media content creator, you'll be tasked with creating online content for posts, stories, reels and videos, and contribute to newsletters and podcasts. This content helps us reach our international target audience and it's up to you to provide them with valuable and current information about our programmes and more. The primary language of the content is English. You'll be a major contributor to our content strategy and content calendar and help ensure we're publishing consistently. Together with our marketing and visual creative teams, you'll craft beautiful stories.

- Create powerfully irresistible content for our social media accounts and implement tactics that grow our followers, engage and retain them, and help convert them into life-long supporters, volunteers or adopters.
- Host videos, podcasts and live broadcasts
- Work with other departments such as animal adoption and volunteer teams to plan content together
- Produce work in a style that suits the already strong Soi Dog brand and foundation identity
- Help us spot any new areas of opportunity for innovative marketing strategies
- Assist with planning, developing and implementation of effective marketing communication campaigns
- Contribute to other marketing collateral such as newsletters, website and blogs
- Be a team player – always prepared to help out with random tasks

WORKING HOURS AND LOCATION

Full-time position based in Mai Khao, Phuket, Thailand

PERKS/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) rising to 25 days with year of service.
- Annual Salary Adjustment
- Annual Service bonus
- Social Security
- Provident Fund
- Uniform

HOW TO APPLY

Applications must include a CV with a covering in English only statement outlining the skills and experience you would bring to this role. Please include links to campaigns or marketing projects that you have worked on that back up your application. Please email your application to hr@soidog.org

Short-listed candidates will be notified by email.