



# SOI DOG FOUNDATION

## THAI COMMUNICATIONS AND MARKETING 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 Thai Communications and Marketing Manager to join our ever-growing organisation. The Thai Communications and Marketing Manager develops and executes strategies to promote the organisation's mission and programmes, manages communications channels, and builds relationships with stakeholders, all while ensuring consistent branding and messaging.

You will manage the organisation's communications channels and digital platforms, including social media, website and email. You will supervise and provide direction to marketing team members and monitor their deliverables to ensure they align with the organisation's mission, vision, and tone of voice.

#### DUTIES AND RESPONSIBILITIES

- Manage assigned Social Media Channels (publishing/community management) and oversee the creation of social media content, manage the calendar, and support with the creation of engagement content for blogs/newsletters that tell our brand story, reinforce our mission, and drive engagement with Soi Dog's programmes
- Lead and manage, including collaborating with cross-functional teams to align marketing efforts with foundation goals and objectives
- Manage and maintain a positive company brand image and messaging
- Collaborate with the Thai fundraising team to support lead generation and conversion skills
- Develop marketing and PR strategies to grow Soi Dog's awareness within Thailand
- Copywriting, proofing and editing skills for publications such as newsletters
- Own the marketing budget and ensure its effective allocation across marketing programmes and channels

- Oversee the creation of online and offline marketing materials and content for new and current activities and programmes
- Prepare reports and presentations on marketing performance and strategies, using problem-solving skills to address weak areas of performance
- Coordinate with external agencies and partners where applicable
- Attend industry events, conferences and networking opportunities to foster positive relationships with media outlets, influencers, and potential clients
- Proactively secure and maintain Thai press and PR opportunities to help build brand awareness

## **EXPERIENCE AND QUALIFICATIONS**

- Five years of experience in a marketing role and previous work experience in a managerial or leadership position are highly valued
- Relevant qualifications in communications, marketing or related field
- Previous experience in managing and motivating a team is preferred to maintain a positive work environment
- A solid understanding of marketing principles and strategies, including knowledge of market research, consumer behaviour, digital marketing, and campaign management
- Proficiency in marketing tools and software, such as customer relationship (CRM) systems, marketing automation platforms, analytics tools such as Google Analytics, social media marketing tools, and email marketing platforms
- Experience in search engine optimisation (SEO) and search engine marketing (SEM)
- Proven track record of former campaign performance and data-driven marketing plans
- An understanding of graphic design, copywriting, and other content marketing methods is valued
- Highly proficient translation skills Thai > English and English > Thai
- Social media marketing experience across Facebook, Instagram, TikTok and YouTube is a must

## **YOUR SKILLS**

- Creativity - creative thinking abilities are necessary to develop innovative campaigns and strategies that capture attention and resonate with the target audience
- Communication - verbal and written communication skills are crucial for effectively conveying ideas, collaborating with team members, presenting strategies to stakeholders, and engaging with customers
- Adaptability - adapting to the dynamic marketing landscape is necessary to understand (and adopt) evolving market trends, consumer preferences, and new technologies
- Analytical thinking - strong analytical skills are needed to make data-driven decisions, measure campaign performance, and acquire insights to optimize marketing strategies

- Leadership and project management - leadership skills are essential for guiding and inspiring a marketing team, setting goals, fostering collaboration, and driving results
- Emotional intelligence - understanding both one's own emotions and the emotions of others is valuable for building relationships, resolving conflicts, understanding customers' needs, and staying on top of public relations
- Strategic thinking - critical thinking is necessary to align strategic marketing efforts with overall business goals, identify opportunities, and make strategic decisions
- Flexibility - Ability to work a flexible schedule during the days, evenings, weekends, and statutory holidays depending on the ongoing project
- Ability to travel throughout Thailand as required
- Thoroughness and attention to detail
- Well-developed organisational skills
- Strong team player and highly collaborative
- Demonstrate ability to work well with clients (internal and external)

## **WORKING HOURS AND LOCATION**

- This position is based full-time at Soi Dog's headquarters in Phuket with occasional 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.