



Senior Web Content Specialist (6-month contract)

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 Asia dog and cat meat trade.

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".

For more information, please visit www.soidog.org

JOB DESCRIPTION

Job Title and Summary: The Senior Web Content Specialist will act as the primary liaison between stakeholders from various departments within Soi Dog Foundation. This role involves listening to content requests, creating and managing web pages, ensuring accuracy and consistency, and maintaining the overall quality and relevance of the website content.

Key Responsibilities:

- Collaborate with stakeholders across departments gathering web content requirements and translating them into actionable web pages
- Create, edit, and publish web content using Drupal 10 CMS, ensuring proper use of menus, metadata, and taxonomy.
- Create, edit, and publish web content using content management systems (CMS) to keep the website current and engaging
- Apply HTML & CSS for content styling and layout adjustments and use basic JavaScript/jQuery to implement interactive elements where needed
- Maintain an editorial calendar to ensure timely updates and content consistency
- Optimise website content for user experience and search engine performance (SEO)
- Monitor website analytics to evaluate content effectiveness and identify areas for improvement
- Work closely with marketing, fundraising, visual creative and technical teams to ensure brand consistency and website functionality
- Collaborate with fundraising and marketing teams, and developers to optimise donation and checkout flows for improved conversion rates, focusing on usability and visual clarity." "Work closely with fundraising teams to align web content and design with campaign objectives and donor experience best practices
- Ensure all web content and interfaces meet accessibility standards (e.g., WCAG) to maximise inclusivity and donor trust
- Define and report on KPIs such as donation conversion rates, page engagement, and load speed improvements." "Use analytics and A/B testing to evaluate content and design changes, ensuring measurable impact on engagement and fundraising performance

- Ensure all website content is accessible, accurate, and aligns with Soi Dog's mission and messaging
- Collaborate with technical teams to improve page load speed and overall site performance
- Provide guidance and training to internal teams on best practices for web content creation
- Design intuitive, visually and brand consistent interfaces and web content
- Facilitate journey mapping and ideation sessions to define user problems and opportunities.
- Prepare design specifications and support the development team throughout implementation
- Create interactive prototypes to communicate design solutions and validate them through user testing.

Department and Supervisor: This position report to Visual Creative Manager.

Skills and Qualifications:

- Proven experience managing website content or a similar role
- Strong communication skills to interact effectively with diverse stakeholders
- Proficiency in Drupal 10 CMS, including content editing, menus, and metadata
- Solid understanding of HTML & CSS for content changes and basic JavaScript/jQuery for interactive elements
- Proficiency with CMS platforms
- Attention to detail and ability to manage multiple tasks and deadlines
- Ability to interpret analytics data and translate insights into actionable improvements
- Comfortable working in a fast-paced nonprofit environment with evolving priorities
- Advanced proficiency within the Adobe Creative Suite
- Passion for animal welfare or nonprofit work is a plus

Type of Employment: This position is a 6-month contract with Soi Dog International, with a preference for candidates who are already based in Thailand and ideally hold a valid DTV Visa. There is potential for this role to transition into a full-time permanent position

Working Hours and Location:

- This position is ideally based at Soi Dog's headquarters in Phuket
- Five-day work a week, 40 hours per week with two days off. You may be required to start and finish work at different times depending on operational needs

HOW TO APPLY

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