

# Job Position: Acquisition and Engagement Division Manager

## Background:

Acquisition & Engagement Division plans to grow sponsorship and donation income which aims to increase donation support via various channels such as direct mail, website, mall booth, event, corporate social responsibility, donation box, media and partners, etc. While increasing new sponsor and donor; advocacy regarding WVFT ministry has to be assured and conveyed to public correctly via media and tools distribution.

## Purpose of Position:

- To bring team to attain goal
- To create and ensure fund raising strategy according to WVFT ministry and guideline
- To support team and ensure marketing direction according to strategy
- To ensure all departments within division to have fully integrative direction
- To support and create initiative concept

## Role Dimension:

- Ensure the strategy is conveying into activities properly and completely
- Attain target
- Initiative concept
- Liaison with customer service and other Division
- Supervise all activities, concepts and directions to department manager

## Challenges:

- Fully understand fund raising concept of each channel
- Integrate all departments activities

## Job Qualification:

- Bachelor / Master's Degree in Marketing, Business, or related field
- Marketing and/or Advertising or related filed
- Strong background of strategic and analytical skills
- Strong managerial skill in human and system
- Knowledge of fundraising methodology
- Fluent in Thailand and English
- Proven success in marketing area
- Experience of working in an international environment
- Experience of leading a team and line management of one or more team members
- Experience of managing and implementing innovative marketing campaigns

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หรือที่ : <http://www.worldvision.or.th/workwithus.html>



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