

Job Position : Influencer Engagement Specialist

World Vision Foundation of Thailand is a Christian humanitarian, development and advocacy organisation devoted to improving the lives of children, their families and communities by tackling the root causes of poverty. With nearly 50 years of experience in the country, we help all people regardless of race, gender, and religion. Come join our team in Thailand, be part of our 40,000+ staff working in over 90 countries and share the joy of transforming vulnerable children's life stories!

Learn more about our work at worldvision.or.th

PURPOSE OF POSITION

The Influencer Engagement Specialist is responsible for identifying, building and managing relationships with influencers, celebrities and thought leaders to amplify and protect World Vision Foundation of Thailand's brand, leading to increased brand trust, increased donor acquisition and retention

MAJOR RESPONSIBILITIES

- Identify, build and manage relationships with influencers, thought leaders who are aligned to WVFT's mission, vision and values 30%
- Together with relevant teams, develop and execute influencer activities and events including field trips, social media challenges to support brand awareness and fundraising campaigns 25%
- Develop and implement strategy and execution plan for WVFT's brand ambassadorship programme for celebrities and influencers in consultation with key internal stakeholders and partner agency 25%
- Build, nurture and manage relationships with influencer marketing agencies, content creators' market 20%

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's Degree in Marketing or equivalent
- Preferably 1 year in the similar position or capacity
- Preferably with industry experience in marketing or advertising
- In depth knowledge of social media and influencer marketing industry
- Basic photography skills
- Copywriting and editing
- Can work on extremely tight deadlines and fast-paced work environment

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- Client-oriented, detail-oriented, fluid with imagination and creative ideas, and willing to collaborate

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

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สอบถามข้อมูลเพิ่มเติมได้ที่: 02-0229200 ต่อ 153 แผนกบุคคล

As a child focused organisation, World Vision Foundation of Thailand is committed to the safeguarding of children, therefore any offer of employment is conditional upon the successful completion of applicable background checks, including a criminal records check.

By submitting your application, you understand and accept that World Vision Foundation of Thailand will process the data you provide for the purposes of your application and in accordance with the World Vision Foundation of Thailand - Job Applicant Privacy Notice.

World Vision

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World Vision Foundation of Thailand