

# Job Position : Acquisition 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](http://worldvision.or.th)

## PURPOSE OF POSITION

This position seeks for a dynamic and driven Acquisition Specialist with a specialization in digital marketing. The incumbent will have a crucial responsibility of acquiring new child sponsors and donors mainly through strategic digital campaigns and support on offline campaigns. The focus of this role will be on utilizing digital channels and implementing effective marketing tactics to drive growth in the organization's sponsorship and base of donors. A strong background in digital marketing and campaign execution is required, along with a passion for making a positive impact on the lives of children

## MAJOR RESPONSIBILITIES

### I. Implement digital acquisition strategies and campaigns: 60%

- Execute digital acquisition strategies to attract and engage potential child sponsors and donors.
- Assist in identifying target audiences and segments for child sponsorship and donor acquisition through digital channels.
- Support the planning, execution, and monitoring of integrated digital marketing campaigns.
- Curate digital content with persuasive messaging, stories, and content for digital platforms to effectively communicate the organization's mission and inspire support.
- Collaborate with the Acquisition Manager and agency to implement digital marketing channels such as email, social media, search engine marketing, display advertising, and content marketing.
- Coordinate with external partners to create support for our campaign through cause marketing or putting our campaign materials on their platforms
- Leverage marketing automation and email marketing tools to nurture relationships with prospects and guide them towards sponsorship or donations.
- Curate and set up email and LINE message automation to nurture leads and convert them into sponsors and donors.
- Optimize conversion rates through effective tracking, analysis, and continuous improvement of acquisition campaigns.

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## 2. Collaborate with cross-functional teams: 30%

- Coordinate with the Communications team to ensure consistent messaging and branding across all digital acquisition channels.
- Work with Creative Content, Graphic Designer, Videographer to produce campaign materials
- Collaborate with the communications team to put up news, out of home ads and engage influencers to inspire support for the organisation
- Work with Data and Analytics team in gathering insights and tracking digital campaign performance metrics.
- Collaborate with the Donor Relations team to ensure a smooth transition from digital acquisition to stewardship.

## 3. Assist in offline Campaigns

- Such as direct mailer acquisition, events and public relations.

## KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in Marketing, Communications, or a related field
- Proficiency in using digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Ads Manager, email marketing platforms, and marketing automation tools.
- Proven experience in digital marketing, acquisition, or campaign management, preferably in the nonprofit sector.
- Strong understanding of digital marketing principles, strategies, and best practices, particularly in donor acquisition and engagement.
- Expertise in utilizing digital marketing channels such as email marketing, social media, search engine marketing, display advertising, and content marketing.
- Proficiency in using digital marketing tools and platforms such as Google Analytics, Google Ads, Facebook Ads Manager, email marketing platforms, and marketing automation tools.
- Data-driven mindset with the ability to analyze digital campaign performance metrics and optimize results.
- Ability to work independently and collaboratively in a fast-paced environment, managing multiple digital projects simultaneously.
- Passion for the mission of the organization and commitment to making a positive impact on children's lives.
- Proficient in both English and Thai will be an advantage

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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.

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World Vision

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World Vision Foundation of Thailand