

Job Position : Acquisition Manager

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

As the Acquisition Manager, the individual will be responsible for developing and executing strategic digital and offline campaigns aimed at acquiring new child sponsors and donors for WVFT. The primary focus of this role will be to achieve child sponsorship acquisition targets and drive growth to WVFT's donor base by leveraging digital channels and technologies. The ideal candidate will have a strong background in digital marketing, campaign management, and a genuine passion for making a difference in the lives of vulnerable children and families.

MAJOR RESPONSIBILITIES

1. Develop and implement acquisition strategy and campaign: 30%

- Contribute to the development of Marketing Acquisition & Digital Engagement strategy
- Collaborate with division manager and director to set acquisition goals and targets.
- Identify target audiences and segments for child sponsorship and donor acquisition through digital and offline channels
- Build relationship with partners who can help amplify WVFT's work through their platforms
- Conduct market research and competitive analysis to identify opportunities and optimize campaign strategies.
- Plan, execute, and monitor integrated marketing campaigns with digital agency to attract new child sponsors and donors.
- Facilitate department annual business planning and budgeting
- Facilitate development and implementation of a Child Sponsorship revitalisation strategy and plan aligned to global initiatives and approaches
- Marketing non-sponsorship products for minor gifts implemented
- Stay informed about the latest trends, technologies, and strategies in digital marketing and donor acquisition, applying them to enhance acquisition efforts.
- Share insights and recommendations with the team to drive innovation and continuous improvement in digital campaigns.
- Prepare comprehensive reports and presentations to effectively communicate campaign results, insights, and recommendations to key stakeholders

2. Operationalise and optimize acquisition strategies: 40%

- Build and maintain a robust pipeline of potential child sponsors and donors
- Develop impactful messaging, stories, and content to effectively communicate the organization's mission and inspire support.
- Utilize various digital marketing channels such as email, social media, search engine marketing, display advertising, and content marketing to maximize campaign reach and engagement.
- Develop and implement lead generation strategies to identify and engage prospective supporters.
- Leverage marketing automation and email marketing tools to nurture relationships with prospects and guide them towards sponsorship or donations.
- Optimize conversion rates through effective tracking, analysis, and continuous improvement of acquisition campaigns.

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3. Collaborate with cross-functional teams 20%

- Partner with the Communications team to curate campaign materials, as well as to ensure consistent messaging and branding across all digital and offline acquisition channels.
- Coordinate with the Data and Analytics team to gather insights and track digital campaign performance metrics.
- Collaborate with the Donor Relations team to ensure a seamless transition from digital acquisition to stewardship.

4. Team and staff performance and development 10%

Build team effectiveness and model and facilitate continuous improvement of business and team processes.

Partner with staff to ensure they:

- set and achieve performance, development, and wellbeing goals
- can live out WVFT's core values

KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's degree in Marketing, Communications, or a related field
- Passion for the mission of the organization and commitment to making a positive impact on children's lives.
- Proficient in English and Thai
- Excellent communication skills, both written and verbal, with the ability to convey complex concepts in a clear and compelling manner
- 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 to measure campaign performance, track key metrics, and derive actionable insights.
- 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.

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

World Vision

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World Vision Foundation of Thailand