

# 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](http://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

1. Identify, build and manage relationships with influencers, thought leaders who are aligned to WVFT's mission, vision and values (30%)
2. 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%)
3. 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%)
4. Build, nurture and manage relationships with influencer marketing agencies, content creators' market (20%)

## KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's Degree in Marketing or equivalent
- At least 3 years in the similar position or capacity
- Preferably with industry experience in marketing, advertising, and/or NGO/humanitarian work
- Rich network of influencers
- In depth knowledge of social media and influencer marketing industry
- Basic and advanced photography and portraiture principles
- Copywriting and editing
- Can work on extremely tight deadlines and fast-paced work environment
- Client-oriented, detail-oriented, fluid with imagination and creative ideas, and willing to collaborate
- Fluency in both oral and written English is 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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