

Job Position: Branding and Communications Division Manager (ผู้จัดการฝ่ายสื่อสารและภาพลักษณ์องค์กร)

World Vision Foundation of Thailand is a Christian humanitarian, development and advocacy organization 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!

Page | 1

Learn more about our work at worldvision.or.th

PURPOSE OF POSITION

As part of the senior leadership team, reporting into the Resource Development Director, this role will lead and manage the Branding and Communications (B&C) division to strengthen and protect WVFT's brand and enhance its reputation as a trusted partner for child wellbeing in Thailand. The role will provide oversight to key branding and communications deliverables including public relations, content production and management, reputation management, internal and external engagement and emergency communications. This role will also design marketing campaigns, ensuring high quality creative development and alignment to overall brand strategy.

MAJOR RESPONSIBILITIES

Strategic Leadership:

- Lead the development of integrated brand and communications strategy in support of WVFT's strategic objectives. This will involve:
 - aligning with relevant Partnership and regional strategies.
 - ensuring application of relevant branding, messaging and quality standards & guidelines.

Job Position: Branding and Communications Division Manager (ผู้จัดการฝ่ายสื่อสารและภาพลักษณ์องค์กร)

- Lead the creative development of fundraising campaigns by working closely with marketing/campaign lead (brief initiator).
- Provides oversight on strategic reputation, internal and external positioning, technical branding, communication capacity building, and opportunities and issues to elevate understanding, performance and accountability across the Thailand office.
- Explore new digital technology including AI-driven communication tools.

Page | 2

Public Relations:

Manage public relations and external engagement efforts, including media relations, event planning, and leveraging ambassadors, content creators, influencers, and key opinion leaders (KOLs) to amplify brand and marketing messaging.

Content Creation and Management:

- Lead content production and management for WVFT's priority audience needs, including donor/public engagement and resource acquisition, grants acquisition, advocacy—for various channels such as website, social media and other relevant platforms.
- Directs humanitarian response communications to ensure media, advocacy messaging and fundraising needs are met through talent mobilisation and provision of targeted content, proactive and reactive messaging and media spokespersons.

Internal Stakeholders Engagement:

Ensure leaders and staff are inspired and engaged by stories of WVFT work and its impact and are equipped to act as trusted spokespeople. This involves:

- close collaboration with Advocacy team to ensure compelling content development and its use in support of Public Affairs and Advocacy activities
- preparing leaders as required for major events, activities
- equipping staff with the required knowledge and skills to act as WVFT ambassadors including events, roadshows, sponsor visits, etc.

Job Position: Branding and Communications Division Manager (ผู้จัดการฝ่ายสื่อสารและภาพลักษณ์องค์กร)

Reputation Risk Management:

Socialize a proactive risk management approach within the organization, identifying opportunities to build reputation and decrease impact of specific risk issues; identifies, assesses and coordinates World Vision responses to current or risk potential issues.

Page | 3

B&C Division effectiveness:

Provide direction and support to build B&C division capability and performance:

- Facilitate planning, reviews, learning.
- Ensure division staff with right mix of skills.
- Model behaviors that enable staff to live-out WVFT core values.
- Partner with staff to ensure ongoing learning and effective performance.
- Identify and nurturing talent and potential successors.
- Support staff well-being.

QUALIFICATIONS FOR THE ROLE & REQUIRED KNOWLEDGE

& PROFESSIONAL EXPERIENCES

- At least 7-year experience in leading and managing communications and production teams in international NGOs or Creative Industries.
- Advanced communications technical skills such as photo and video production, editorial, graphic design, and media relations.
- Proven experience of training and capacity building of others.
- Experience working with children and youth.
- General experience in project management, with specific experience in the production of diverse and creative communications projects, including publications, multimedia, websites/pages, photos and video reports, etc.
- Excellent written, verbal and interpersonal communication skills.
- Thorough knowledge of the communication and media industry.
- Thorough knowledge of international development, World Vision development practice and communications needs.

Job Position: Branding and Communications Division Manager (ผู้จัดการฝ่ายสื่อสารและภาพลักษณ์องค์กร)

REQUIRED EDUCATION, TRAINING, LICENSE, REGISTRATION, AND CERTIFICATION

- A Bachelor degree or equivalent in communications/ creative management/ public relations/ journalism.

Page | 4

PREFERRED SKILLS

- Fluency in Thai and English.

หากท่านมีความสนใจสมัครงานกรุณาส่งประวัติของท่านมาที่

E-Mail: nathan_kijjaparamitkul@wvi.org

สอบถามข้อมูลเพิ่มเติมได้ที่: 02-022-9200 Ext. 153 ฝ่ายบุคคล

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.