



Position Title:	Social Media Officer (Thai Nationals Only)
Location:	Remote
Type of contract:	1-year contract from the start date
Salary Range:	20,000-30,000 THB/Month

WildAid is a growing and dynamic global wildlife conservation non-profit based in San Francisco with a mission to inspire and empower the world to protect wildlife and vital habitats from critical threats. WildAid delivers impact at scale in two distinct ways: 1) creating innovative communications campaigns that inspire millions of people in China, South East Asia, Africa, and the U.S. to protect endangered wildlife and reduce climate impacts, and 2) strengthening effective ocean enforcement of priority marine areas including marine protected areas, coastal fisheries, coral reefs, and blue carbon habitats with government, NGO, and community partners in 16 countries around the globe.

WildAid is seeking a passionate ocean and wildlife lover, based in Thailand who will be responsible for planning, creating and distributing impactful social media content across all project platforms, including for WildAid Thailand and our partner organizations' channels. The role includes, but is not limited to, working alongside the Thailand communications team to plan, coordinate, create and disseminate social media content (text, photos, graphic and video clips, etc.) to support our shark conservation and wildlife trade programs' goals and objectives and increase WildAid and partner organizations' social media presence and engagement.

Primary Responsibilities

- Work with WildAid Thailand communications team to develop a content strategy, create engaging digital content (images, videos, stories, hashtags, infographics, blog posts, post captions, etc.) for WildAid Thailand and partner organization's project online platforms.
- Assist Thailand communications team in content writing and translation - English to Thai and vice versa for all online platforms.
- Identify target audiences and preferred platforms (e.g. Facebook, Instagram, TikTok, YouTube, website, etc.)
- Assist with distribution of content across all relevant social and digital channels with guidance and approval from Thailand communications team.
- Execute online activations to enhance brand visibility and community engagement.
- Facilitate online conversations across various platforms, engaging with the audience and addressing inquiries.
- Monitor, analyze and report online comments, campaign metrics, traffic sources, audiences, user journey, etc. from all online platforms.
- Organize and maintain all digital assets/property.
- Additional duties and responsibilities as required by the program.

Qualifications

- Bachelor's degree in communications, marketing, public relations, or in a relevant field.
- Proficiency in written and spoken Thai and English.

- Passionate about marine and wildlife conservation and is enthusiastic about using social media to communicate with the organizations' followers and campaign target audiences.
- Demonstrated experience in creating impactful content for different online platforms.
- Demonstrates an understanding of SEO principles and stays up to date with social media trends, and analytics tools.
- Experience analyzing social media metrics and listening tools to provide insights of social media performance and brand sentiment.
- Experience using content creation tools such as Canva, Adobe Creative Suites, video editing program will be an asset.
- Highly dynamic, entrepreneurial, organized self-starter with attention to detail who can work independently and as part of a team.

Remuneration

This is currently a contract position. Compensation commensurate with experience. Personal factors such as your demonstrated skills, level of education or certification, history in the sector or industry, and relevant work experience will all be evaluated.

Application Procedure

If you are interested in applying, please send a detailed cover letter and your resume with expected income to thailand@wildaid.org with 'Social Media Officer Application' in the subject line. Due to high applicant volume, only short-listed candidates will receive a response from WildAid.

Equal Opportunity Employer

WildAid is committed to being inclusive and is proud to be an equal-opportunity employer. We will consider all applications and applicants.