



Media and Marketing Manager

JOB OVERVIEW

We are currently seeking to hire an experienced Media/Marketing Manager to join our team in Thailand.

SWAT Ministry International (SWAT) and Hands of Hope Foundation is an international Christian 501 (a) 3 organization based in Chiang Rai, Northern Thailand.

We are seeking a full-time Media/Marketing Manager who will demonstrate excellent communication and people skills. This person will be expected to possess project management and organizational skills with an ability to work well under pressure in a fast-paced environment, either alone, or with a team.

The successful applicant will demonstrate a wide degree of creativity and lateral thinking, with a deep desire to lead the shaping and communicating of SWAT's vision, mission and values through appropriate and timely marketing and media information. Candidates will display natural leadership qualities, have solid time management and planning skills, and have a strong grasp of multi-media platforms and an ability to reach, and target, specific audiences.

JOB DESCRIPTION

The Media/Marketing Manager is responsible to the CEO for the day-to-day marketing and media management for SWAT Ministries International and Hands of Hope Foundation. They will ensure that the story of hope and the stories of identifying at risk children, finding freedom, restoration, daily education and building life skills, and helping to develop a positive future for each of our children, are well communicated to a world-wide audience.

Position Title	Media/Marketing Manager
Reports to	CEO
Location	Chiang Rai, Thailand
Remuneration/ Agreement	SWAT Ministries Volunteer Agreement
Minimum Commitment	2 years



KEY RESPONSIBILITIES

- Promote and fulfill the mission and vision of SWAT Ministries International. And the Hands of Hope Foundation.
- Perform other duties as assigned by the Leadership Team.

MEDIA RESPONSIBILITIES:

- Identify press opportunities through evolving issues;
- Develop content for dissemination via press releases, social media, websites and other distribution channels;
- Ensure that key messages align with vital business strategies;
- Serve as the organization's media liaison;
- Conduct press conferences and briefings;
- Scan media marketplace to keep up-to-date on the latest media trends;
- Monitor online and offline campaigns, and report on results;
- Build and manage the organization's social media profile and presence;
- Promote additional projects to support new product launches;
- Build long-term relationships with media influencers; and
- Appropriately manage the organization's media budget.

MARKETING RESPONSIBILITIES:

- Working with the executive team to set the marketing business strategy;
- Researching and analyzing market trends and competitors;
- Overseeing marketing campaigns;
- Tracking effectiveness of marketing campaigns and reporting findings to the executive team;
- Negotiating and liaising with third-party marketing agencies;



- Writing and delivering content and social media plans;
- Looking after the budget of the marketing department and making sure the budget spend is delivering a return on investment; and
- Managing the design and production of promotional materials, such as websites and brochures.

QUALIFICATIONS AND EXPERIENCE

- Preferably hold a bachelor's degree in Media, Marketing, Business, or a related field, and have at least three years' experience in the area of marketing and media demonstrating experience in building effective media campaigns.
- Ability to create appropriate content for dissemination via press releases, social media, websites and other distribution channels.
- Ability to conduct press conferences and briefings.
- Must be able to do the following:
 - Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
 - Build Relationships: Establish and maintain positive working relationships to achieve the goals of the organization.
 - Creativity/Innovation: Develop new and unique ways to improve operations of the organization and to create new opportunities.
 - Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
 - Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.
 - Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities.
 - Plan: Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.



- Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization.
- A complete working knowledge of Google Suite, Microsoft Office programs, and current media and marketing software programs.
- Have a strong servant heart.

WHERE IS THIS ROLE BASED?

You will be working in our Chiang Rai, Thailand location.

WHAT IS THE MINIMUM TIME COMMITMENT?

Due to the nature of our organization, SWAT strongly encourages all volunteers to make a two-year commitment.

HOW MANY HOURS PER WEEK?

This role is full-time, working 40 hours/week.

REMUNERATION

This position is for a volunteer. The volunteer will need to fund their own travel costs, transport, and be financially able to support any other living costs while overseas.

HOW TO APPLY

If this sounds like a volunteer role for you, please apply with our team by emailing at swatministryintl@gmail.com.

**** As our organisation is continually growing, the needs of each of our positions are subject to change. Job Descriptions will be reviewed and adjusted as needed upon biannual Staff Reviews****