

INTERNAL ANNOUNCEMENT

TITLE: Communications Officer

Contract Type: National

TEAM/PROGRAMME: ACCM

LOCATION: Bangkok, Thailand

CONTRACT LENGTH: 12 months with possible extension

ROLE PURPOSE:

The Communications Officer supports Save the Children Thailand's visibility, brand management, and communications. The role contributes to strengthening the organization's brand presence across digital platforms, corporate partnerships, and events while ensuring compliance with Save the Children branding guidelines.

The position will manage digital communication channels, coordinate with corporate-funded projects on branding and visibility, and support brand engagement initiatives including website content management, event visibility, and social media communications. The role will work closely with ACCM colleagues and programme teams to enhance Save the Children's public engagement and brand presence.

SCOPE OF ROLE:

Reports to: Head of Communications and Engagement

KEY AREAS OF ACCOUNTABILITY:

Digital Communications and Social Media

- Lead the production of digital communication content highlighting corporate-funded project activities, achievements, and events in Thai and English across Save the Children Thailand's platforms including Facebook, Instagram, X, TikTok, and LinkedIn.
- Manage and grow engagement on Save the Children Thailand's social media platforms, including monitoring the organization's official X and TikTok accounts.
- Develop and implement social media content plans to increase visibility of corporate-funded programmes, partnerships, and fundraising initiatives.
- Analyse digital engagement metrics and recommend improvements to strengthen online presence.

Website and Content Management

- Manage and update website content including news, stories, research publications, and organizational updates.

- Ensure website content aligns with Save the Children branding and communication guidelines.
- Monitor website visibility and engagement and provide recommendations to improve branding and content performance.

Corporate Project Visibility and Branding

- Lead coordination of communication and visibility requirements for corporate-funded projects.
- Develop communication content and visibility materials aligned with corporate donor agreements and branding requirements.
- Ensure correct and consistent use of Save the Children and partner branding across project communications. Maintain records and documentation related to project branding and communication deliverables.

Individual Donor Engagement and Coordination

- Coordinate with individual donors regarding donation transfers and related communication.
- Work closely with Finance and relevant teams to facilitate issuance of official receipts and certificates.
- Maintain proper documentation and tracking of individual donor communications and donation records in coordination with relevant teams.
- Develop acknowledgement content including social media posts recognizing individual donor contributions in line with branding guidelines.
- Ensure donor visibility and recognition follow Save the Children branding and communication guidelines.

Event Branding and Communication Support

- Supporting the Brand and Media Coordinator to develop branding visibility for events, campaigns, and fundraising activities.
- Ensure proper visibility of Save the Children brand in Bangkok-based events and external engagements.
- Coordinate with internal teams to ensure strong media and digital visibility for key organizational events.

Brand Engagement and Partnerships Support

- Support the development of brand engagement initiatives including collaboration with ambassadors, influencers, and partners.
- Research and propose potential celebrities or influencers to support Save the Children campaigns.
- Design and compose presentations and communication materials for partnership and branding initiatives.

Communication Operations and Logistics

- Coordinate communication workflows with programme teams, corporate partners, and internal departments to ensure timely delivery of communication outputs.
- Manage and track Save the Children Thailand's merchandise inventory and distribution.
- Manage internal content library and SCT's channel on SCI's content hub
- Design and prepare communication presentations and materials for meetings, donor engagement, and branding initiatives.
- Provide administrative and coordination support for branding and communication activities.

BEHAVIOURS (Values in Practice):

Accountability:

- Holds self-accountable for making decisions, managing resources efficiently, achieving and role modelling Save the Children values
- Holds the team and partners accountable to deliver on their responsibilities - giving them the freedom to deliver in the best way they see fit, providing the necessary development to improve performance and applying appropriate consequences when results are not achieved.

Ambition:

- Sets ambitious and challenging goals for themselves and their team, takes responsibility for their own personal development and encourages their team to do the same
- Widely shares their personal vision for Save the Children, engages and motivates others
- Future orientated, thinks strategically and on a global scale.

Collaboration:

- Builds and maintains effective relationships, with their team, colleagues, Members and external partners and supporters
- Values diversity, sees it as a source of competitive strength
- Approachable, good listener, easy to talk to.

Creativity:

- Develops and encourages new and innovative solutions
- Willing to take disciplined risks.

Integrity:

- Honest, encourages openness and transparency; demonstrates highest levels of integrity

QUALIFICATIONS:

- Bachelor's Degree in Communications, Journalism, Marketing, Public Relations, International Relations, or a related field.

EXPERIENCE AND SKILLS:

Essential

- At least 1–3 years of experience in communications, digital media, branding, public relations, or related fields.
- Excellent Thai and English communication skills (written and verbal).
- Experience managing social media platforms and digital content.
- Strong content writing, editing, and storytelling skills.
- Experience with website content management systems.
- Good understanding of digital communication, social media engagement, and online audience management.
- Strong organizational and time management skills with the ability to manage multiple tasks.
- Ability to work collaboratively across teams and departments.
- Strong attention to detail.

Desirable

- Experience working with NGOs, international organizations, or development agencies.
- Understanding of digital fundraising approaches and brand engagement strategies in the nonprofit sector.
- Experience supporting corporate partnerships, fundraising campaigns, or public engagement activities.
- Familiarity with digital tools such as Canva, Google Workspace, and website CMS platforms (e.g., Wix).

Additional job responsibilities

The duties and responsibilities as set out above are not exhaustive and the role holder may be required to carry out additional duties within reasonableness of their level of skills and experience.

Equal Opportunities

The role holder is required to carry out the duties in accordance with the SCI Equal Opportunities and Diversity policies and procedures.

Child Safeguarding:

We need to keep children safe so our selection process, which includes rigorous background checks, reflects our commitment to the protection of children from abuse.

Health and Safety

The role holder is required to carry out the duties in accordance with SCI Health and Safety policies and procedures.

Interested candidates should apply and submit a motivational letter, comprehensive CV, expected salary and details of at least 3 referees via this link: [APPLY NOW](#)

Due to the volume of applications, only shortlisted candidates will be contacted.

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