

Marketing, Communications, and Membership Lead

Location: Bangkok, Thailand (APSA Secretariat)

Reports to: Executive Director

Job type: Full time, hybrid (in-person + work from home according to organization policy)

THE ORGANISATION

The Asia and Pacific Seed Association (APSA) is the regional seed association comprising more than 500 seed companies and associations from around 40 countries within the APAC region and beyond. Our mission is to support sustainable agriculture through the production and trade of quality seed around the world. Our work focuses on advocacy, capacity building, and encouraging business collaboration and trade.


THE ROLE

The Marketing, Communications and Membership Lead will develop and implement integrated marketing, communications, and member experience strategies that strengthen APSA's visibility, reinforce its brand and reputation, drive engagement with members, partners, and stakeholders, and enhance the lifetime value of membership. The role ensures the organization's activities, services, and impact are effectively promoted across multiple platforms, supporting membership growth and retention, program participation, and overall organizational goals.

1. Marketing

- Develop marketing strategies and implement annual marketing plan anchored on APSA's value proposition, programs, events and initiatives. This includes but is not limited to Asian Seed Congress, knowledge programs, advocacies, and other APSA member-facing activities.
- Lead targeted campaigns for member growth and retention.
- Oversee the management of APSA's membership engagement initiatives. Supervise the Membership and Admin Officer.
- Promote APSA's knowledge programs, flagship regional consultations and all other activities in coordination with the technical, events, and membership teams
- Monitor and report on marketing ROI and performance
- CRM and member database management

Metrics: member acquisition, retention, and lifetime value; lead generation, participation rate in APSA's programs and activities; member database data accuracy



2. Communications and media

- Communications strategy and operational plan
- Editorial planning and content production: oversee the production of the quarterly magazine, monthly newsletter, promotional materials, etc. Develop knowledge resources for members (toolkits, guides, reports etc)
- Supervise the Communications Officer in managing media relations and APSA's online presence on social media, website and other digital channels
- Brand reputation, crisis management

Metrics: online community growth and engagement rate; website traffic; media value; new media partnerships; quality of published content and resources

3. Member experience

- Design and continuously improve the end-to-end member experience and lifecycle, from onboarding to renewal and long-term engagement.
- Map and manage key member touchpoints (application, onboarding, communications, programs/activities, renewals).
- Lead member feedback systems (surveys, post-activity evaluations, social listening mechanisms) and translate insights into service improvements.
- Supervise the Membership and Admin Officer in providing membership support
- Supervise the Information Systems Officer in managing the member platform

Metrics: accessibility, integration, member satisfaction

QUALIFICATIONS

- Bachelor's or Master's degree in Marketing, Communications, Business, International Relations, or related field.
- 5–7 years of progressive experience in marketing, brand, communications, and customer experience.
- Experience in membership-based associations, industry bodies, chambers, federations, or professional networks are desired. Knowledge of the private seed sector is an advantage.
- Demonstrated ability in digital marketing, campaign management, and media relations. Strong skills in content creation, storytelling, and brand management.
- Proficiency in marketing tools (CRM, email automation, analytics platforms, social media dashboards, website CMS).
- Excellent writing skills in English

The position will be open until [9 February 2026](#). Send a CV and cover letter in English addressed to Francine Sayoc, Executive Director, Asia and Pacific Seed Alliance. Please email your application to Weeranuch Mhadhoo <weeranuch@apsaseed.org>

Applications will be reviewed on an ongoing basis and the position shall remain open until a suitable candidate has been engaged. Target starting date: [1 April 2026](#)

