

JOB DESCRIPTION

MARKETING & EVENTS OFFICER

Role Overview

We are seeking a dynamic and organised Marketing & Events Officer to bridge the gap between our foundation's mission and our wider community. This role sits at the intersection of brand ownership and construction, event management, and strategic communications. You will be responsible for design and maintenance of our brand, planning impactful awareness-building events, and supporting our ambassador programme.

Crucially, this role includes a marketing element working with the communications team: you will not only execute events but also ensure they are promoted effectively to maximise visibility, attract potential donors, and reinforce the foundation's brand narrative.

Key Responsibilities

1. Brand Ownership & Marketing Strategy

- **Brand Stewardship:** Take full ownership of the foundation's brand identity, ensuring consistency across all channels (digital, print, events, and partner materials).
- **Content Creation:** Develop engaging content strategies, including social media campaigns, newsletters, blog posts, and visual assets that highlight our achievements and mission.
- **Digital Presence:** Manage and grow our online presence, optimising social media channels and website content to increase reach and engagement.
- **Campaign Management:** Design and execute targeted marketing campaigns to promote specific initiatives, fundraising drives, or awareness months.

2. Strategic Event Planning & Promotion

- Identify, plan, and execute a diverse calendar of events (e.g., open days, webinars, community fairs) that serve as key marketing touchpoints.
- **Integrated Marketing:** Ensure every event is supported by a pre-, during, and post-event marketing plan to maximise attendance and media coverage.
- Lead the end-to-end logistics of events, collaborating with internal teams and external vendors to deliver seamless experiences that reinforce our brand.

3. Community Outreach, Partnerships & Advocacy

- Proactively contact schools, colleges, and universities to arrange guest lectures, workshops, and panel discussions.
- Engage with NGOs, foundations, community groups, local businesses, and government bodies for talks, workshops, awareness sessions, and partnership activities.
- Act as the primary brand spokesperson during these engagements, delivering compelling presentations that align with our marketing messaging.
- Equip Our Ambassadors with the latest brand guidelines, marketing kits, and talking points to ensure they champion the foundation effectively.

4. Reporting & Analytics

- Produce quarterly reports on brand health, marketing campaign performance (reach, engagement, conversion), and event outcomes.
- Analyse data to identify trends and provide actionable recommendations to the management team for refining future marketing strategies.

Person Specification

- **Language Requirements:** Fluency in both English and Thai (written and spoken) is essential.
- **Marketing Expertise:** Proven experience in digital marketing, brand management, or communications.
- **Creative Thinking:** Strong ability to develop creative concepts and translate the foundation's mission into compelling stories and visuals.
- **Event Coordination:** Experience in planning and executing events, with a keen eye for detail and logistics.
- **Analytical Skills:** Ability to interpret marketing data and use insights to drive decision-making.
- **Adaptability:** Willingness to work flexible hours, including evenings and weekends, to accommodate event schedules and campaign deadlines.
- **Travel:** Ability to travel locally and regionally as required.

Location: Office-based in Chiang Mai (with travel to sponsor sites, educational venues, and events)

Hours: 37.5 hours per week (7.5 hours daily, Monday–Friday), with flexible hours required around event dates and campaign launches.

Reports to: Communications Team Manager

Salary: ฿25,000 – ฿29,000 per month

Nationality requirement: This position is open to **Thai nationals only**.

Benefits:

- 20 days paid annual leave plus Thai public holidays
- Shared contribution to the Social Security Fund
- Enrolment in a private medical insurance scheme

How to apply: Interested candidates are invited to submit their CV and cover letter to dj@philanthropyconnections.org

The deadline for applications is **10 June 2026**.