

Job Description

Elephant Friendly Network (EFN) Project Manager

Location: Bangkok-based (2 days per week in office) or remote (Thailand-based)

Contract Type: Consultancy Contract, 40 hours per week (12 months, renewable subject to funding)

Reports to: Head of Programs, Thailand

1. Background

World Animal Protection Thailand works to improve the lives of elephants used in tourism by helping the industry move away from practices that harm animal welfare and toward models that allow elephants to live more naturally.

As part of this work, we established the Elephant Friendly Network (EFN) — a coalition of tourism venues in Thailand that have committed to operating, or transitioning toward, high-welfare standards for captive elephants. EFN brings these venues together so they can share standards, learn from one another, and be recognised collectively as a credible alternative to traditional elephant tourism.

We are now entering the next phase of EFN, which focuses on strengthening the network and growing consumer demand for high-welfare elephant venues. This phase aims to:

- Align all members under a commonly agreed guideline to observation based model and a formal network agreement (MOU).
- Develop and launch a trusted consumer-facing website that promotes EFN venues to travellers and helps tourists easily find and book high-welfare experiences.
- Drive marketing and outreach efforts to grow website traffic, visibility, and bookings for EFN venues.
- Position EFN as a credible, unified industry voice when engaging with government agencies and tourism partners.
- Strengthen member resilience and increase market demand for high-welfare venues.
- Support the long-term expansion of high-welfare models by helping identify new venues suitable for transition.

This role will lead the operational delivery of this agenda, with a particular focus on managing and marketing to drive the success of the EFN consumer-facing website and membership engagement around objectives aligned with WAP policy.

2. Purpose of the Role

The consultant will lead the end-to-end management and implementation of the Elephant Friendly Network (EFN) strengthening project, with a strong emphasis on driving the success of the consumer-facing EFN website.

This is primarily a management and marketing role. The consultant will be responsible for ensuring that the EFN website is well-promoted, and successfully drives consumer awareness, traffic, and bookings to EFN member venues. Alongside this, they will manage stakeholder alignment, oversee key deliverables (MOU, website, stakeholder forums), and ensure measurable progress against agreed objectives and timelines.

The consultant will also provide supporting input to the Elephant Venue Transition workstream, working with the Wildlife Project Manager to help engage potential venues for transition. This is a secondary, supporting contribution — not a primary area of accountability.

3. Key Responsibilities

A. EFN Website Development, Marketing & Consumer Engagement (Primary Focus)

- Develop and execute a marketing and promotion strategy to grow website traffic, brand awareness, and bookings for EFN member venues.
- Coordinate content development, SEO, social media, partnerships, and digital campaigns to attract target consumer segments (Thai and international travellers).
- Track and report on key marketing performance indicators (traffic, conversions, engagement, bookings) and adjust strategy to hit targets.
- Engage tourism platforms, travel media, and partners to expand the reach of the EFN brand.

B. Strategic Network Development

- Lead the development of the EFN agreement (MOU), aligned with World Animal Protection's principles and guidelines.
- Facilitate consensus-building among EFN members on key welfare principles.
- Strengthen the internal governance and credibility of the EFN.

C. Stakeholder Engagement & Advocacy

- Position EFN as a trusted, unified industry voice.
- Support the engagement with key stakeholders, including government agencies, tourism bodies, and industry partners.
- Maintain the ongoing relationship with the network members through consistency and active communications and annual forum

D. Resource & Budget Oversight

- Manage the allocated project budget.
- Ensure efficient and strategic use of resources.
- Support restricted fundraising efforts by providing technical inputs when required.

E. Support to Elephant Venue Transition (Supporting Role)

- Support the Wildlife Project Manager in identifying and engaging potential elephant venues for transition.
- Contribute to relationship-building and coordination with targeted venues, as needed.
- Help maintain a clear pipeline of potential and active transition venues.

4. Deliverables

By the end of the contract period, the consultant will have:

- Launched a consumer-facing EFN website and delivered a marketing plan that drives measurable growth in traffic, engagement, and bookings for EFN member venues.
- Finalized and implemented the EFN MOU, aligned with World Animal Protection's principles and guidelines.
- Established structured engagement mechanisms with key government and tourism stakeholders.
- Deliver at least one EFN annual strategy forum.
- Demonstrated a measurable increase in EFN engagement and strengthened industry positioning.
- Provided supporting input to the elephant venue transition pipeline as needed.

5. Who We Are Looking For

We are looking for a results-driven management and marketer who can take ownership of the EFN project, drive the success of the EFN consumer-facing website, and confidently bring stakeholders along. You do not need to be an animal welfare expert but you do need to be excellent at management, marketing, and getting things done.

Must-have background and skills

- Minimum 7–10 years' experience in project management, network coordination, or program management.
- Proven experience in marketing, digital marketing, or consumer outreach — ideally including website promotion, content strategy, social media, SEO, or campaign management.
- Strong project management skills with a track record of delivering against timelines and KPIs.

- Demonstrated ability to manage multi-stakeholder initiatives, including engagement with government and industry partners.
- Excellent written and verbal communication skills in English (Thai is an advantage).
- Comfortable working independently in a remote/hybrid setup.

The kind of person we're looking for

- Goal and target driven.
- Assertive and confident
- Strong self-management
- Marketing and growth oriented mindset
- Collaborative and respectful

Good to have (but not required)

- Familiarity with the tourism, hospitality, or sustainability sectors.
- Some exposure to wildlife, conservation, or animal welfare topics.

Note: This work supports elephant welfare in tourism, but the role itself does not require deep expertise in animal welfare. Technical welfare knowledge will be provided by the Wildlife Project Manager and the wider World Animal Protection team. We are hiring for management and marketing strength, not welfare expertise.