

Marketing & Communications Manager

(Start Date Immediately / As Soon as Possible)

Overview

The Marketing & Communications Manager is responsible for planning, coordinating, and delivering integrated marketing and communications activities across the organization's portfolio of projects. The role ensures consistent messaging, high-quality content, and timely communications across digital platforms, publications, public relations, newsletters, and events.

A key responsibility is to develop and manage a rolling three-month communications calendar, ensuring all planned activities are aligned with project priorities, organizational objectives, and stakeholder expectations. The Manager will work closely with internal project teams, external partners, and the Creative team to translate project activities, research, and impact into compelling communications that strengthen visibility, engagement, and credibility.

Job Description

1. Communications Strategy and Planning

- Develop and maintain a comprehensive three-month communications calendar covering social media, blog posts, newsletters, public relations, reports, and events.
- Coordinate communications planning across Yunus Thailand program units.
- Align communications activities with project milestones, organizational priorities, campaign objectives, and key stakeholder requirements.
- Define content themes, messaging, publication timelines, channels, and deliverables for each project.
- Circulate the communications calendar to relevant stakeholders for review and approval before implementation.
- Ensure the approved calendar serves as the agreed delivery plan, with major changes made only when necessary and subject to stakeholder approval.

- Identify opportunities to cross-promote projects, amplify key messages, and maintain a consistent organizational voice across channels.

2. Content Development and Social Media Management

- Plan, develop, coordinate, and publish content across Instagram, Facebook, YouTube, and LinkedIn.
- Adapt content formats, messaging, and tone to suit each platform and its target audience.
- Work with project teams and subject-matter experts to translate technical information, research findings, project updates, and impact stories into accessible, engaging content.
- Develop content briefs, captions, scripts, and supporting copy for social media campaigns and multimedia content.
- Coordinate with the Creative Specialist on visual assets, videos, graphics, and other creative materials required for publication.
- Maintain consistent branding, messaging, editorial standards, and quality across all communications channels.
- Monitor content performance and recommend improvements based on audience engagement and channel analytics.

3. Newsletter and Blog Management

- Plan and produce monthly newsletters featuring project updates, organizational news, insights, milestones, and relevant developments.
- Develop and manage blog content, including identifying topics, coordinating contributors, conducting interviews, and editing submissions.
- Ensure content is accurate, accessible, relevant to target audiences, and aligned with organizational messaging.
- Coordinate reviews and approvals with project leads and other relevant stakeholders.
- Maintain an editorial pipeline to ensure content is developed, reviewed, and published according to the approved calendar.

4. Public Relations and External Communications

- Identify and coordinate public relations opportunities to increase the visibility of organizational projects and initiatives.

- Develop press releases, media pitches, key messages, and other external communications materials.
- Coordinate with project teams and external partners to identify newsworthy developments, milestones, and impact stories.
- Support media outreach, interview preparation, and communications around major announcements.
- Ensure external communications are accurate, appropriately approved, and consistent with organizational positioning.

5. Reports and Publications

- Coordinate communications-related reports, publications, and project outputs in collaboration with relevant project teams.
- Develop publication plans, outlines, editorial briefs, and production timelines.
- Edit and refine content for clarity, consistency, accuracy, and alignment with organizational standards.
- Coordinate technical reviews, stakeholder feedback, approvals, and final publication.
- Work with the Creative team on report design, layout, and visual presentation.
- Ensure reports and publications are delivered according to agreed deadlines and incorporated into the broader communications calendar.

6. Events and Campaign Coordination

- Coordinate communications activities for organizational and project events in collaboration with the Creative Specialist.
- Develop event communications plans covering pre-event promotion, event-day communications, and post-event follow-up.
- Coordinate event announcements, promotional content, speaker communications, media materials, and post-event highlights.
- Ensure event-related communications are reflected in the three-month calendar and aligned with project objectives.
- Work collaboratively with the Creative Specialist to coordinate messaging, content, branding, and event materials.

7. Stakeholder and Workflow Management

- Serve as the central coordinator for marketing and communications deliverables across assigned projects.
- Work closely with project leads, technical teams, partners, and the Creative Specialist to gather information, clarify requirements, and coordinate content production.
- Establish clear timelines, responsibilities, review periods, and approval processes for all deliverables.
- Track progress against the approved communications calendar and follow up on outstanding inputs, reviews, and approvals.
- Manage stakeholder feedback efficiently, ensuring consolidated comments and timely decisions.
- Communicate risks, delays, and proposed changes to the relevant stakeholders.
- Maintain organized records of content, approvals, publication schedules, and completed deliverables.

8. Performance Monitoring and Reporting

- Track the implementation of the communications calendar and report on delivery against agreed targets.
- Monitor key performance indicators across social media, newsletters, blogs, public relations, and publications.
- Prepare periodic communications performance reports highlighting reach, engagement, audience growth, content performance, and progress against objectives.
- Identify lessons learned and recommend practical improvements to communications planning, content quality, distribution, and audience engagement.
- Use performance insights to inform future planning cycles and strengthen communications effectiveness.

Qualifications

- Bachelor's degree or Master's degree in Marketing, Communications, Journalism, Public Relations, Media Studies, or a related field such as social entrepreneurship

- At least 5–7 years of relevant experience in marketing, communications, content management, or public relations, preferably in a multi-project or development-oriented environment.
- Demonstrated experience managing integrated communications plans and editorial calendars across multiple projects or stakeholder groups.
- Proven ability to develop and edit high-quality content for digital platforms, newsletters, blogs, reports, and external communications.
- Experience managing social media channels and interpreting digital performance analytics.
- Experience coordinating public relations activities, publications, and event communications.
- Strong project management skills, including the ability to manage multiple deadlines, dependencies, and approval processes.
- Excellent written and verbal communication skills **in English and Thai**
- Experience working with designers, videographers, creative agencies, and technical subject-matter experts.

Core Competencies

- **Strategic communications planning:** Ability to translate organizational and project priorities into coherent communications plans.
- **Editorial judgment:** Strong writing, editing, storytelling, and quality-control skills.
- **Project and workflow management:** Ability to coordinate multiple projects, stakeholders, and deliverables while maintaining clear timelines.
- **Stakeholder management:** Confidence in securing inputs, managing feedback, and maintaining alignment across teams.
- **Digital communications:** Understanding of platform-specific content strategies, audience engagement, and performance measurement.
- **Attention to detail:** Commitment to accuracy, consistency, brand integrity, and timely delivery.
- **Collaboration:** Ability to work effectively with project teams, external partners, and the Creative team.
- **Problem-solving and accountability:** Ability to anticipate bottlenecks, manage competing priorities, and take ownership of agreed outputs.

Measures of Success

Performance will be assessed against the following criteria:

- Timely preparation and approval of the three-month communications calendar.
- Delivery of agreed communications outputs within the approved schedule.
- Compliance with stakeholder review and approval requirements.
- Quality, accuracy, consistency, and relevance of published content.
- Effective coordination across projects and internal teams.
- Reduced last-minute changes, avoidable delays, and unplanned content requests.
- Growth in relevant audience reach and engagement across communications channels.
- Timely and useful communications performance reporting.
- Effective collaboration with the Creative team and project stakeholders.
- Internal Communication is strong build and strengthen

Work Culture

More important than experience, Yunus Thailand is looking for the right character to join the YT family. Here are some of the principles we follow which give a good idea of the work culture we practice and therefore the people we are looking for:

- **PURPOSE:** More than a job, we are on a common mission to create meaningful impact and make a difference.
- **EQUALITY:** Non-hierarchy, some people have more experience than others, but everyone has ideas and are equal in the organization to share them. Sometimes less experience means new perspectives.
- **ENTREPRENEURIAL:** Pro-active and creative, we are constantly finding ways to provide value to those who we work with, whether that is social, environmental, or economic value to communities, clients, or partners. We also recognize we need to bring value to YT to sustain and then grow our impact.
- **SOLIDARITY:** We strive to create an environment where all our team members are supported not only in their professional growth, but also in overcoming personal



challenges. We are there for each other through struggles or successes, and the strength of our organization lies in this solidarity.

- INNOVATION: We're not looking to do the same old things better; we want to challenge the status quo and do new things in new ways.
- EMPOWERING: Learning and career development is an internal social mission, where members of YT should be supported to go on to do great things.

Interested candidates are invited to send their CV and cover letter to us [here](#).