

Branding and Communication Division Manager

Location: [Asia & Pacific] [Thailand]

Town/City: Bangkok

Category: Communications

Job Type: Open-ended, Full-time

PURPOSE OF POSITION

As part of the senior leadership team, reporting into the Resource Development Director with matrix to the National Director, this role will lead and manage the Branding and Communications (B&C) division to strengthen and protect WVFT's brand and enhance its reputation as a trusted partner for child wellbeing in Thailand. The position will ensure stories about WVFT's work with vulnerable children and communities and its impact are well told and understood by both external and internal stakeholders, and leaders and staff are recognised and trusted as ambassadors for WVFT and child wellbeing.

MAJOR RESPONSIBILITIES

1. Strategy and planning

- Lead the development of WVFT integrated B&C strategy and planning in support of strategic objectives. This will involve:
- aligning with relevant global and regional strategies
- ensuring application of relevant branding, messaging and quality standards & guidelines
- driving communications quality, innovation and digital capability
- setting a social media strategy to guide staff on use for public engagement
- partner with media agencies to scale-up media engagement

2. Strategy implementation - communications management

Lead the effective performance of the B&C division in providing direct, support and quality assurance to ensure effective communications management for: Donor/public engagement & resource acquisition, Emergency communications & Media relations,

High-level advocacy, Internal communications

This includes content design, production, positioning, use of social media platforms, WVFT website, major events, campaigns, monitoring external environment

3. Strategy implementation - employees

Ensure leaders and staff are inspired and engaged by stories of WVFT work and its impact and are equipped to act as trusted spokespeople. This involves:

- close collaboration with Advocacy team to ensure compelling content development and its use in support of Public Affairs and Advocacy activities
- preparing leaders as required for major events, activities
- equipping staff with the required knowledge and skills to act as WVFT ambassadors

4. B&C Division effectiveness

Provide direction and support to build B&C division capability and performance:

- Facilitate planning, reviews, learning, risk management
 - Ensure division staff with right mix of skills
 - Model behaviours that enable staff to live-out WVFT core values
 - Partner with staff to ensure ongoing learning and effective performance
 - Identify and nurturing talent and potential successors
 - Support staff wellbeing
- KNOWLEDGE, SKILLS AND ABILITIES

1. A Bachelor degree or equivalent in communications/ creative management/ public relations/ journalism.

2. At least 7 years experience in leading and managing communications and production teams in international NGOs or Creative Industries

3. Demonstrated ability to provide strategic communications direction and support for leaders to manage and enhance organisational reputation and brand

4. Advanced communications technical skills such as story-telling, photo and video production, editorial, graphic design, and media relations
5. Proven experience in managing and developing others
6. Experience working with children and youth
7. General experience in project management, with specific experience in the production of diverse and creative communications projects, including publications, multimedia, websites/pages, photos and video reports, etc.