WILDAID

Position Title:	**Social Media Officer (Thai Nationals Only)**
Location:	Bangkok-based
Type of contract:	7-month contract, February-August 2027
Salary Range:	Up to 35,000 THB/Month

WildAid is a growing and dynamic global wildlife conservation non-profit based in San Francisco with a mission to inspire and empower the world to protect wildlife and vital habitats from critical threats. WildAid delivers impact at scale in two distinct ways: 1) creating innovative communications campaigns that inspire millions of people in China, South East Asia, Africa, and the U.S. to protect endangered wildlife and reduce climate impacts, and 2) strengthening effective ocean enforcement of priority marine areas including marine protected areas, coastal fisheries, coral reefs, and blue carbon habitats with government, NGO, and community partners in 16 countries around the globe.

WildAid is seeking a passionate ocean and wildlife lover, based in Thailand, who will be responsible for planning, creating and distributing impactful social media content across all project platforms, including for WildAid Thailand, Spot the Leopard Shark – Thailand, and partner projects' channels. The role includes, but is not limited to, working alongside the Thailand communications team to plan, coordinate, create and disseminate social media content (text, photos, graphic and video clips, etc.) to support our shark conservation and marine programs' goals and objectives and increase social media presence and engagement with WildAid Thailand.

Primary Responsibilities

- Work with WildAid Thailand communications team to develop a content strategy, create engaging digital content (images, videos, reels, stories, hashtags, infographics, blog posts, post captions, etc.) for WildAid Thailand, Spot the Leopard Shark - Thailand, and partner social media platforms.
- Assist Thailand communications team in content writing and translation - English to Thai and vice versa for all online platforms.
- Identify target audiences and preferred platforms (e.g. Facebook, Instagram, TikTok, YouTube, website, etc.)
- Assist with distribution of content across all relevant social and digital channels with guidance and approval from Thailand communications team.
- Execute online activations to enhance brand visibility and community engagement.
- Facilitate online conversations across various platforms, engaging with the audience and addressing inquiries.
- Support influencer, KOL, and partner collaborations by coordinating content and tracking deliverables.
- Ensure accuracy of conservation messaging and proper credit for images, partners, and donors.
- Monitor, analyze, and evaluate social media performance across all digital platforms, including campaign metrics, traffic sources, audience insights, and user behavior.
- Prepare monthly reports summarizing activities, progress, and results, with actionable recommendations to improve content effectiveness, audience engagement, and overall communication impact.
- Organize and maintain all digital assets/property.
- Attend weekly team meetings and other program-related meetings as required.

- Participate in on-ground activities (e.g. events, workshops, press activities, partner meetings, community outreach, field visits) to capture content such as photos, video, and stories, and to support real-time online communication and audience engagement.
- Additional duties and responsibilities as required by the program.

Qualifications

- Bachelor's degree in communications, marketing, public relations, or in a relevant field.
- At least 3 years of relevant experience in digital communications, content development and producing impactful and engaging social media content across multiple platforms and formats.
- Proficiency in written and spoken Thai and English.
- Passionate about marine and wildlife conservation and enthusiastic about using social media to communicate with the organizations' followers and campaign target audiences.
- Proven ability to translate scientific data and technical information (e.g. marine science, wildlife trade research, conservation data) into clear, accurate, engaging content for a mass audience, across social media, video, infographics, and written formats.
- Strong attention to detail, with a demonstrated habit of checking facts, figures, names, and translations before publishing.
- Demonstrates understanding of the evolving social media landscape, including platform-specific algorithms, audience behavior, emerging content formats, and digital engagement trends.
- Demonstrates understanding of digital marketing principles, SEO, and social media optimization, with the ability to apply these principles to improve content visibility, audience reach, and engagement.
- Ability to assess social media performance beyond basic reach and engagement metrics, including audience growth, engagement quality, content effectiveness, and progress toward campaign communication objectives.
- Proficiency in content and graphic creation tools including Adobe Photoshop, Adobe Illustrator, Canva, and video editing programs.
- Photography and videography ability, including smart phone videography for events.
- Familiarity with AI tools for content creation and analytics, and a commitment to using them ethically, with human oversight and fact-checking.
- Highly dynamic, entrepreneurial, organized self-starter with attention to detail who can work independently and as part of a team.
- Willing and able to occasionally attend field activities, events, and other assignments in Bangkok and travel to Phuket and other locations to capture photos and video footage and create social media content. Some assignments may require availability at short notice.

Remuneration

This is currently a short-term contract position. Compensation commensurate with experience. Personal factors such as your demonstrated skills, level of education or certification, history in the sector or industry, and relevant work experience will all be evaluated.

Application Procedure

If you are interested in applying, please send a detailed cover letter and your resume with

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expected income and a portfolio showcasing your social media work, including writing samples, visual content, and short-form videos to thailand@wildaid.org with 'Social Media Officer Application' in the subject line. Please clearly indicate your role in producing each portfolio example.

Due to high applicant volume, only short-listed candidates will receive a response from WildAid.

Equal Opportunity Employer
WildAid is committed to being inclusive and is proud to be an equal-opportunity employer. We will consider all applications and applicants.