



Marketing & Social Media Volunteer

Job Title:	Marketing & Social Media Volunteer
Responsible To:	Health Programme Officer
Location:	Remote
Contract:	Voluntary, unpaid
Hours:	6-8 hours per week (flexible working hours)
Duration:	6 months (with possible extension)
Start Date:	Next possible start date

Background

The Foundation for the Karen Hilltribes in Thailand (KHTF) was founded in 2002 under permit 242/2525 as a subordinate organisation to the Karen Hilltribes Trust (KHT), a UK registered charity that has been working in Northern Thailand since 1986. Our mission is to partner with Karen communities to improve their health, livelihoods, and access to education. By taking a holistic approach to the complex socio-economic issues at hand, we aim to achieve sustainable change by empowering Karen communities to improve their own lives.

As a community-led organisation, KHTF's model starts and finishes with the Karen People of Northern Thailand. Our unique approach is based on the expressed needs of target communities and involves their local knowledge in all stages of our projects, including design, implementation, maintenance, and evaluation. Projects are focused on promoting self-reliance and improving well-being while helping Karen communities retain their culture. Community participation and ownership is central to our operations and this approach helps us to ensure sustainable impact on the community.

KHTF has transformed the health and well-being of over 55,643 people through providing clean drinking water, improved sanitation facilities and hygiene education; secured agriculture as a sustainable livelihood for more 18,901 farmers through the construction of flood-resistant irrigation systems; and increased accessed to education for 17,693 children and young people through the provision of school meals, transport and accommodation, and higher education scholarships.

Tasks and Responsibilities

1. Social Media

- Design creative social media posts and stories to communicate the work of KHTF with the intention of attracting new followers/supporters and donors from Thailand
- Maintain and regularly engage with our social media platforms (Facebook, Twitter, Instagram, LinkedIn)

2. Strategy

- Assist in refining our long-term strategy for social media, marketing & communications, and partnerships.
- Track progress against KPIs and compile monthly summary reports

3. Partnerships

- Establish and maintain partnerships with influencers in Thailand and in the UK
- Establish and maintain partnerships with schools and higher education institutions in Thailand and in the UK

Qualifications

- **Communication skills**
 - Ability to communicate concisely and effectively verbally and in writing
 - Ability to demonstrate an inviting and engaging writing style
- **Visual media skills**
 - Ability to design, edit and create eye-catching posts and stories
 - Ability to use graphic design platforms (e.g. Canva)
- **Social media**
 - Expertise on a variety of social media platforms
 - Up to date with the most current social media trends and know how to increase the reach and follower base of KHTF on all platforms
- **Insights and analytics:**
 - Ability to set actionable goals and to track progress towards reaching these goals
 - Good knowledge of Excel
- **Independence and self-discipline**
 - Ability to work independently with little guidance and are able to hold yourself accountable to your duties
- **Innovation and creativity**
 - Ability to think outside the box and to discover new ways to improve the workings of KHTF - online and offline.
- **Language**
 - Fluent in English and Thai
- **Education**
 - Currently enrolled in a higher education institution or graduated in the last 12 months

Benefits

- **Be a part of a rapidly growing charity!** You will get the opportunity to join a small, dynamic, and passionate team and to get insight into the workings of a charity in the fields of health, education, and livelihoods.
- **Responsibility!** We would love to hear any ideas on how we can further improve as an organisation and we will provide the support you need to turn your ideas into reality.
- **Flexibility!** Work independently on your projects and design your own working schedule around other commitments.
- **Skill sharing!** Our team comes from a variety of backgrounds, and we help each other develop our individual skillset.

TO APPLY

Please send your CV and a cover letter (max. 500 words) to HPO@karenhilltribes.org.uk and address how you meet the person specification. Please include the job title in the subject row of your email.

Candidates will be reviewed on a rolling basis and successful candidates will be invited to a virtual interview via Microsoft Teams.