

POSITION TITLE: COMMUNITY SPECIALIST

Location: Thammasat University SGS's Rangsit Office

Posting Date: Tuesday, September 6, 2022

Post all Applications to HR: piriva@sgs.tu.ac.th

Thammasat University's School of Global Studies (SGS) is looking for a qualified Community Specialist to join our team.

If you are a tech-savvy professional experienced in social media, PR, and promotional events, we would like to meet you. Our ideal candidate has exceptional oral and written communication skills and can develop engaging content. You should be a people person with excellent customer service skills and the ability to moderate online and offline conversations with our community.

Ultimately, you should be able to act as the face and voice of our brand and manage all community communications.

Daily Content Management (80%)

- Responsible for the daily curation, creation, and posting of content for the main institutional social media channels
- Plans the social media editorial calendar, aligning it with the faculty's main editorial calendar
- Reviews and prioritizes story recommendations that are suitable for sharing on social media
- Maintains SGS's digital spaces (Facebook groups, social media hubs, LINE OA, etc.) and CRM, responding to comments and questions as appropriate
- Establish social listening tools to identify opportunities and threats in the digital space, coordinating with the content and media relations teams
- Create and produces high-quality visual content—such as Reels, Instagram stories, and photos—to be used on social channels to support the strategic messaging and goals of the faculty
- Develops and facilitates graphics, photos, and short-form video content production, both independently and in collaboration with the media producer, media production group, and photographer
- Revisits and repurposes content creatively for multiple platforms
- Staff institutional events as required, with occasional evening and weekend obligations

Admissions Campaign Management Lead (15%)

- Work with the admissions team in duties related to the setting up, coordinating, and developing SGS's admissions strategy. This would involve the review of admission data and trends.
- Provide support for faculty members involved in the admissions exercise and secretariat support to the admissions committee.
- Work and liaise with internal units like the Office of Admissions and faculties on admission matters
- Handle admission queries from public members (like potential applicants, parents, teachers, etc.)
- To support CRM in terms of prospect follow-up and prepare privileges for our prospective students

- Plan and coordinate outreach efforts to schools. This would include liaison with external vendors, institutions/schools, and internal units.
- Build internal and external relationships: Faculty, counselors, prospective students and families, current students, university administrators, high school counselors, and alums.
- Support information sessions and tours as needed and respond to routine requests from prospective applicants, families, and counselors.
- Will be expected to represent and be knowledgeable about the academics, student experience, and financial aid programs at SGS
- Support programming and events staffing as assigned.
- Must be service and team oriented and aware of the needs and concerns of a university.

Planning and Strategy (5%)

- Identifies and creates social-first, original content for SGS
- Assists in the planning and updating of the institutional social media strategy
- Implements and test the recommendations from marketing analytics
- Partners with communicators across campus to help amplify and support their messaging
- Identifies new brand building and reputational opportunities to reach targeted audiences on social media through creative and unique techniques
- Serves as a resource and example for social media best practices for campus and the higher ed social media community

Required Qualifications - Skills, Knowledge, and Abilities

- Bachelor's or higher degree in Communications, Marketing, or a related field.
- Minimum of 2+ years of relevant social media experience, including monitoring social platforms (appropriate internship experience may count)
- Proven experience in analyzing and understanding digital behaviors
- Strong knowledge of web and social media platforms, experience with social media management tools, media monitoring services, and other tools utilized by SGS, mastery of social media best practices
- Strong storytelling and writing skills; an ability to create engaging content for social media platforms in coordination with other channels and publications
- Good written communication skills. Fluent in both Thai and English.
- Self-motivated, with good leadership ability, result-oriented, well-organized, and excellent in communication skill

Preferred Qualifications

- Broad understanding of or interest in higher education issues
- Experience in digital advertising a plus
- Community management experience