

## **POSITION TITLE: GRAPHIC DESIGNER AND MARKETING COORDINATOR**

Location: Thammasat University SGS's Rangsit Office

**Posting Date:** Tuesday, September 6, 2022

**Post all Applications to HR:** [piriva@sgs.tu.ac.th](mailto:piriva@sgs.tu.ac.th)

Thammasat University's School of Global Studies (SGS) is looking for a qualified Graphic Designer and Marketing Coordinator to create professional and engaging photo and video content for offline and online marketing channels and execute marketing activities and tasks, to grow the admissions funnel and eventually achieve the GSSE's enrollment targets.

### **Graphic Design / Photography / Videography (80%)**

- Support the design, layout, illustration, and pre-production for all communication materials for print and digital platforms, including program curricula, website, infographics, case studies, videos, impact stories, and event invites
- Help build brand recognition for SGS through supporting brand development, brand management, and asset development activities (e.g., web layout, PowerPoint)
- Take photos to capture moments in and out of the classrooms and around the campus to build the school image gallery for marketing use
- Film, edit, and develop short and engaging videos for digital marketing
- Working with Communications and program team members to develop new tools, marketing collateral, and program resources.
- Help to define requirements and meet delivery timelines for a growing library of tools and resources.
- Maintain brand identity consistency across all platforms by following the school's brand guidelines
- Other duties as assigned

### **Marketing Coordination (10%)**

- Execute marketing activities according to the marketing plan to achieve SGS's targets
- Support all media planning efforts and marketing campaigns
- Distribute marketing collaterals, promotional materials, and PR items
- Liaison, negotiate, and keep contact with external suppliers as assigned
- Process internal purchase requests and keep records of the issued documents
- Assist the marketing and communications team in daily tasks

### **Admissions Support (10%)**

- 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.
- Build internal and external relationships: Faculty, counselors, prospective students and families, current students, university administrators, high school counselors, and alums.
- Must be service and team oriented and aware of the needs and concerns of a university.

**Minimum Qualifications (Mandatory)**

- Bachelor's Degree in Fine Arts, Graphic Design, or related field.
- Two (2) years of experience and a portfolio.
- Applicants who do not meet the posted requirements but are completing their final academic semester/quarter will be considered eligible for employment and may be asked to provide additional information confirming their academic completion date.
- Good written communication skills. Fluent in both Thai and English.

**Preferred Qualifications**

- Two (2) years of experience in an in-house creative services department or agency
- Expert-level experience with image editing and design software (e.g., InDesign, Photoshop, Illustrator, etc.)
- Proficiency in social media and other digital marketing tools

**Special Knowledge, Skills & Abilities**

- Superior organizational skills and ability to set priorities and respond quickly as priorities change
- Strong interpersonal skills with an ability to build good relationships with peers and to interact with diverse stakeholders
- Excellent verbal and written communication skills and ability to collect and synthesize information and provide summary reports
- Excellent content creation skills
- Ability to manage multiple projects and calendars simultaneously and meet tight deadlines
- Ability to work both cooperatively within a team and independently
- Ability to work on multiple projects concurrently
- A commitment to a higher education/university workplace