Vacancy Announcement

Position: Digital Content Officer, RECOFTC main office

Application deadline: 25 August 2023

At RECOFTC, we believe in a future where people live equitably and sustainably in and beside healthy, resilient forests. We take a long-term, landscape-based and inclusive approach to supporting local communities to secure their land and resource rights, stop deforestation, find alternative livelihoods and foster gender equity. We are the only non-profit organization of our kind in Asia and the Pacific. We have more than 35 years of experience working with people and forests, and have built trusting relationships with partners at all levels. Our influence and partnerships extend from multilateral institutions to governments, private sector and local communities. Our innovations, knowledge and initiatives enable countries to foster good forest governance, mitigate and adapt to climate change, and achieve the Sustainable Development Goals of the United Nations 2030 Agenda.

RECOFTC is inviting applications for the position of Digital Content Officer. The successful candidate will be based at the RECOFTC Main Office in Bangkok, Thailand. The contract duration is for 24 months, with a possibility of extension subject to funding availability and satisfactory performance.

Specific tasks and duties

The Digital Content Officer works as a member of the Knowledge Management and Strategic Communication team, developing and supporting RECOFTC’s digital presence under the supervision of the Communication and Engagement Manager. The Officer will actively contribute to the creation of digital communication and engagement strategies, ensuring their successful implementation, monitoring, and reporting. The officer will administer RECOFTC’s website and social media platforms, assuming responsibilities such as creating content, copywriting, scheduling, uploading, and evaluating content performance and proposing innovative solutions to enhance RECOFTC’s content stream and maximize digital engagement.

Specific tasks and duties include:

- Contribute to the design and implementation of RECOFTC’s digital communication and knowledge management strategies
- Create, execute, and evaluate the performance of digital media campaigns
- Develop and implement activities to boost RECOFTC’s online presence and audience engagement through effective digital media tactics, campaigns, content, and online events
- Regularly update and optimize RECOFTC’s website, along with monitoring and reporting on Search Engine Optimization performance and web metrics
- Create, curate, coordinate, and optimize online content including drafting and editing content for the website, project pages, e-newsletters, and social media platforms, and editing multimedia content for web and social media use, and archiving
- Ensure accuracy and timeliness of content shared across RECOFTC’s digital channels and overseeing the creation and management of an online content calendar
- Collaborate with country communication and project communication officers to provide content, technical, and social media support
- Monitor digital performance metrics, and evaluating the effectiveness of content across digital platforms
Conduct social listening and tracking developments in the community forestry sector and digital media trends, including researching current trends and audience preferences.

Ensure brand consistency, voice, messaging, and frequency of posting on digital channels.

Ensure gender equity and social inclusion are integrated into communication and engagement activities.

Ensure RECOFTC’s Policies and Procedures, Code of Conduct, and Gender Policy are followed.

Perform any other tasks assigned by the Communication and Engagement Manager, and the Unit Director.

Qualifications and experience

The Digital Content Officer will have the following essential qualifications and experience:

Essential

- University degree or diploma in marketing, communication, or a related field
- Expert knowledge and experience working with content management systems and social media
- Minimum of 7 years’ working experience in managing digital communication including audience engagement
- Minimum of 3 years’ experience designing and executing multi-channel digital strategies, including paid campaigns in a professional environment
- Experience using Insights, Ads Managers, Creative Studio, Google Analytics, and Meltwater
- Experience using Microsoft Suite, Adobe Creative Cloud Suite, Canva and other design programs including Flickr and Vimeo
- Strong writing and editing skills for website and social media
- Ability to edit photos and videos and develop infographics
- Strong organizational and problem-solving skills and ability to track multiple projects
- Ability to multitask and meet tight deadlines with flexibility
- Excellent interpersonal skills and ability to interact with people at all levels in a multicultural and multi-disciplinary environment
- Experience working in an international organization
- Willing to be based in Bangkok

Desirable

- Experience working with Drupal
- Formal training in UX and UI
- Formal training in graphic design
- Knowledge of HTML and experience with Search Engine Optimization

RECOFTC’s core values

At RECOFTC, our core values are the foundation of our culture and guide all our work. In addition to job specific skills and experience, the applicant should possess the following characteristics, attitudes and skills:

- Embrace innovation
- Adapt to, and learn from, challenges
- Collaborate with partners and stakeholders
- Nurture commitment, responsibility and ownership
- Prioritize sustainability
• Cultivate participation, social inclusion and gender equity

**How to apply**

Interested candidates are requested to submit a CV and a cover letter indicating why they are suitable for this position along with salary requirements and current contact details of three referees, including recent supervisors to hr@recoftc.org. Please quote the position title, followed with the interested province in the subject line of the email. Only short-listed candidates will be notified. RECOFTC has a competitive compensation package. Offers are based on salary history, relevant experience and qualifications of the selected candidate.

To learn more about RECOFTC, please visit our website [www.recoftc.org](http://www.recoftc.org)

Applicants shall not be discriminated against based on ethnicity, religion, age, nationality, physical disability, sexual orientation, gender identity, color, marital status, medical condition, or any other classification protected by RECOFTC’s values and code of conduct. Reasonable accommodation may be made so that qualified disabled applicants can partake in the application process. Women are strongly encouraged to apply. Please inform RECOFTC’s Human Resources in writing of any special needs at the time of application. RECOFTC is an equal opportunity employer and the successful candidate will be selected based on merit.

RECOFTC retains the right to offer this position at a job grade relevant to the qualifications and experience of the selected candidate.