

## Feminist Community Engagement Assistant

We are looking for a highly motivated Feminist Community Engagement Assistant, to support our online engagement and social media strategy team at Manushya Foundation. The successful candidate will support building and executing a comprehensive social media and digital marketing strategy that will drive engagement, raise awareness, and increase support for our organization and the communities we serve. The role contributes to real change by shifting power dynamics, dismantling patriarchal structures, and decolonizing the human rights and development field, through powerful online presence. The Feminist Community Engagement Assistant places a particular emphasis to ensure Manushya's socials reflect our mission to reinforcing the power of people from the global majority to lead collective healing and human rights responses.

### Who We Are

In Sanskrit, Manushya means 'Human Being'. It was founded in 2017 by [Emilie Palamy Pradichit](#), with the vision to build a movement of **Equal Human Beings** ∞ **#WeAreManushyan** ∞ Manushya is an Intersectional Feminist organization reinforcing the power of Humans, in particular local communities and women human rights defenders, to fight for Human Rights, Equality & Justice!

#### ∞ Our Vision ∞

#WeAreManushyan • Equal Human Beings • We Believe in the 'Infinite Positive Power of Humans' in building together inclusive, just, equal and peaceful societies in Asia, where everyone enjoys human rights, leaving no one behind.

#### ∞ Our Mission ∞

We connect and reinforce the power of local communities across Asia to be at the center of decisions and policies that affect them. Communities become Agents of Change fighting for their rights and providing solutions to improve their lives and livelihoods.

#### ∞ Our Thematic Focus ∞

1. **Digital Rights:** We work towards the promotion and protection of online freedom of expression and online privacy.
2. **Corporate Accountability & Climate Justice:** We're committed to put People & Planet over Profit!
3. **United Nations Accountability Mechanisms:** We reinforce the power of local communities to engage with UN Human Rights Mechanisms, ensuring their voices and needs are taken into account to improve the situation on the ground. We also pursue international litigation cases to bring Justice to communities!
4. **Powering Women Leaders:** We apply a gender lens to our work and ensure women human rights defenders lead human rights decisions and initiatives.
5. **Resourcing Human Rights Defenders:** We provide subgrants to marginalized communities affected by unfair policies and facing the most adverse impacts of business conducts.

#### ∞ How does change happen? We implement the following strategies

1. **Coalition Building:** establishing strong intersectional networks.
2. **Capacity Development:** enabling communities to effectively fight for their rights.
3. **Research & Advocacy:** centering communities' voices in policies.
4. **Subgranting:** financially supporting the most marginalized to fight for their rights.

### The Feminist Community Engagement Assistant

We are looking for a highly motivated and experienced Feminist Community Engagement Assistant, to support our online engagement and social media strategy team at Manushya Foundation. The successful candidate will support building and executing a comprehensive social media and digital marketing strategy that will drive engagement, raise awareness, and increase support for our organization and the communities we serve. The candidate will develop and execute tactics that will grow our following and reach on all social media platforms, build our online presence, and help us be among the leading feminist voices in Asia. The role contributes to real change by shifting power dynamics, dismantling patriarchal structures, and decolonizing the human rights and development field, through powerful online presence. The Feminist Community Engagement Assistant places a particular emphasis to ensure Manushya's socials reflect our mission to reinforcing the power of people from the global majority to lead collective healing and human rights responses.

## 1. Goals for hiring this position

- For Manushya Foundation to be **among** leading feminist human rights organizations, dismantling patriarchy and speaking truth to power in Asia.
- Build the brand's online presence, grow its following and reach, and engage the online community across social media channels.
- **Ensure Manushya's socials reflect our mission to decolonize the human rights and development field, reinforcing the power of people from the global majority to lead collective healing and human rights responses.**
- Inspire people to mobilize for social good through campaigns, and petitions.
- Drive online donation.

## 2. Requirements

### 2.1. Vision & Branding

- Support the implementation of a comprehensive social media and digital marketing strategy across all relevant channels, including Facebook, Twitter, Instagram, LinkedIn, Tiktok, YouTube, and other emerging platforms.
- Market Manushya's branding 'We Are Manushyan - Equal Human Beings' to build an engaged community that resonates with it.
- Stay up-to-date with the latest social media trends, algorithms and best practices and actively incorporate new approaches into our strategy, including the use of AI tools.

### 2.2. Grow the online presence: Following, Reach & Interactions

- Responsible for community engagement tasks such as replying to comments, interacting with other organizations' content and audiences.
- Develop and execute innovative tactics that will help grow our following and reach through a variety of content, including visual content like images, videos, infographics, audio (podcast) and blog posts that are compelling and shareable.
- Monitor social media and other platforms for trending topics and content ideas that can be incorporated into our strategy.
- Conduct monthly analytics to report on social media metrics to optimize results and help us track our progress towards our goals and determine best posting times, form, content, delivery, etc...
- The ideal candidate must be able to track the online performance of the posts, knowing how to read analytics to move in the right direction with data and statistics to support

his/her/their decision. You must know and effectively use analytics tools, and also establish objectives for our online presence to grow on a bi-monthly basis.

- Must understand and effectively use social media scheduling tools such as Buffer and Metricool, as well as AI tools (AI for buffer).
- Must be knowledgeable in SEO and keywords (priority), and know how to use AI tools related to SEO.
- Must know and effectively use content ideas tools, including AI tools for design and developing captions.

### **2.3. Build an engaged community on social media platforms ready to campaign with us!**

- Responsible for scheduling and posting, cross-check website updates, posts and online visual identity.
- Actively engage and respond to our social media community and generate thoughtful and relevant content that will drive engagement.
- Know how to engage the online community using social media tools on all social media platforms.
- Engage and respond to comments under the brand's guidelines when necessary.
- Keep close relationships with engaged public figures and influencers, designers and illustrators to join our campaigns.
- Build social media partnerships and collabs with like-minded influencers and accounts.

### **3. Qualifications**

- Must have a degree in digital marketing, journalism or related field.
- 1-2 years of experience in social media/digital marketing, preferably within the nonprofit, human rights, or social justice sector.
- Experience in developing and implementing comprehensive social media and digital marketing strategies.
- Proven experience in growing following and reach on at least 4-5 social media platforms.
- Experience in developing and implementing paid social media advertising campaigns is appreciated.
- Excellent writing, editing and communication skills, including the ability to write compelling content that inspires action and engages audiences.
- Knowledge of social media analytics tools and metrics and experience in using data to guide strategy.
- Must know how to effectively use social media scheduling tools, analytics tools, design tools (Adobe Illustrator, Video-editing software, CANVA), WordPress, SEO tools, and content ideas tools.
- Must know how to use AI tools to design, create content (including SEO), in order to assist and facilitate the work.
- Good command of SLACK and Click-up to foster good internal project management and communication.
- Passion for feminism, human rights, social justice, and gender equality in Asia.
- Ability to work well within a multicultural team environment and willingness to take on new tasks as needed.
- Growth mindset and initiative-taking are required attitudes.
- Positive, team-orientation, and commitment to building trust-based relationships with colleagues. Honesty, loyalty and positivity are required values.
- Any nationality with an excellent-to-bilingual level of English, with a valid TOEIC score of 650 is required.
- The assistant must be living in Bangkok or be able to relocate to Thailand.

### How to Apply?

Send us your CV + Cover Letter + Portfolio (if any) + Answer to the questions below at:  
[WeAreManushyan@manushyafoundation.org](mailto:WeAreManushyan@manushyafoundation.org)

### Assignment questions:

**Question 1:** Based on Manushya current social media identity, could you please suggest a social media strategy for 2024 addressing the 3 following objectives: **(a)** enhance our general outreach within and outside of the region, **(b)** develop our **feminist** vision, network and storytelling, **(c)** and create innovative content in order to appeal to a young audience and maximize engagement.

**Question 2:** Are you available from mid-January 2024 for a full-time position for a duration of 6-months? Please share your availability.

**Starting Date: Mid-January 2024**

**DEADLINE:** 31st December 2023

**Note: This position can become a staff position if the selected candidate successfully executes the tasks outlined in the job description.**

Learn more about our work on ur Social Media platforms 

**Website:** <https://www.manushyafoundation.org/>

**Facebook:** <https://www.facebook.com/ManushyaFdn/>

**Twitter:** <https://twitter.com/ManushyaFdn>

**LinkedIn:** <https://www.linkedin.com/company/manushyafoundation/>

**Youtube:** [https://www.youtube.com/channel/UCaU7V4i-UFVQnXSV4nVXRfg\\_](https://www.youtube.com/channel/UCaU7V4i-UFVQnXSV4nVXRfg_)

**Tiktok:** <https://www.tiktok.com/@manushyafoundation>