Responsibilities of the Thai Content Writer Assistant

Develop the Daily News Update focusing on Manushya's thematic focus (Monitoring & Research) -
Send daily news updates on #WhatsHappeningInThailand, in SEA or globally for key news related to Manushya's thematic focus on human rights, equality, social justice, business and human rights, digital rights, etc.
- Daily news updates are sent by COB daily, excepted during the weekend (weekend news are included in the Monday update)

Content Writing (Research & Content Writing)
- Manushya’s planned posts related to its work, campaigns, UN days: support the development of captions for social media posts on all platforms in Thai language - it shall not be a translation but it is the development of captivating Thai caption for Thai public;
- Daily News: Develop the captions for 1 daily post in EN and TH on the most important news of the day (morning) or the previous day, to be posted across social media platforms. Support the content design following Manushya’s template, if required;
- Blogs: Support the development of blogs in Thai language.

Daily engagement with Thai audience on Twitter, Instagram and Facebook
- Twitter presence: To grow our Thai audience and build a stronger community, tweet in Thai language throughout the day on the most pressing issues and/or engage in debates on Twitter following Manushya’s guidelines;
- IG Stories: Repost the tweets as IG Stories or create engaging IG stories (using interactive stickers), tagging key accounts, in Thai for growing our Thai audience;
- Connect with other accounts: Reply/Comment in Thai with Thai accounts to engage in their discussions on Facebook, Twitter and IG.

Reposting of Content in Thai for the weekend
- Search for Thai content to be reposted:
  - Illustrations on #WhatsHappeningInThailand (to be posted 1x a week, Saturday) - Black & White content on issues relevant to our work, e.g. the post on Warit (to be posted 1x a week, Sunday);
  - Connect with accounts that published the content originally to ask for permission to repost; - If the content has no caption, develop a simple and short caption in Thai and English; - If the content already has Thai captions, develop the caption in English, so it can be posted in both languages.

Translation
When necessary, support the team with translation of documents and news to better understand the situation in Thailand.

Quality Control & Supervision
- The quality control process is on click-up and the internal communication remains on SLACK; - The management and supervision will be ensured daily and through weekly or bi-weekly 101 meetings with the direct supervisor, and 101 meetings with the Executive Director every month.