



The Office of International Affairs and Global Network Announcement

Re: Application for an Officer (**Communication and Media Strategist**)

Affiliated to the Office of International Affairs and Global Network Chulalongkorn University

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The Office of International Affairs and Global Network wishes to recruit 1 contracted employee in the position of an Officer (Communication and Media Strategist) with a monthly salary of 25,000 – 35,000 Baht (depending on working experience) to work in the Office of International Affairs and Global Network to be in charge of the following responsibilities:

1. Devise comprehensive communication strategies to promote the university's mission, achievements, and initiatives, including attracting top international students and staff,
2. Collaborate with university and office departments to create targeted communication plans that align with university and office goals, and ensure that these plans are properly and effectively executed,
3. Monitor communication trends and recommend adjustments to strategies to ensure their effectiveness,
4. Generate compelling and engaging content for various platforms, including newsletter, annual reports, social media posts, websites, and multimedia materials,
5. Oversee the university's online presence, including the website and social media channels, ensuring content is up-to-date, relevant, and reflective of the university's brand,
6. Proactively pitch stories and respond to inquiries, ensuring accurate representation of university activities and events,
7. Prepare regular reports on social media engagement and other relevant metrics, offering insights and recommendations for improvement,
8. Prepare regular reports on social media engagement and other relevant metrics, offering insights and recommendations for improvement,
9. Work closely with internal units and event organizers to develop communication plans for university events, ensuring maximum visibility and attendance.

10. Coordinate pre-and post-event activities to enhance event impact and overall university visibility

## **1. Required qualifications and experience**

- 1.1 Bachelor's or Master's degree in Communications, Public Relations, Journalism, or related field.
- 1.2 Minimum of 5 years of experience in communications, media relations, or a related role, preferably in a higher education setting. (Work experience certificate)
- 1.3 Exceptional Thai and English written and verbal communication skills.
- 1.4 Strong media network and experience in media outreach and management.
- 1.5 Proficiency in social media platforms and digital communication tools.
- 1.6 Ability to work effectively under pressure, manage multiple projects simultaneously, and meet deadlines.
- 1.7 Creative mindset with the ability to think outside the box and develop innovative communication strategies.

## **2. Knowledge and abilities**

- 2.1 Having a service mind and good personality as well as interpersonal relations
- 2.2 Being capable of controlling the emotions in stressful situations and appropriately resolving immediate problems
- 2.3 Being flexible in working, able to adjust to changing circumstances and able to work with others as a team
- 2.4 Being able to comprehend and follow the procedures/work methods in accordance with the Office's aims and goals

## **3. Application documents**

- 3.1 A 1x1 inch full-faced photograph (taken no longer than 6 months prior to the application)
- 3.2 A copy of the identification card and the house registration
- 3.3 Academic certificate(s) specifying the graduation date
- 3.4 A copy of the change of name certificate (if any)
- 3.5 A copy of the military service or military exemption certificate
- 3.6 Any of the English proficiency test results, TOEIC, CULI-TEST, CU-TEP, IELTS

or TOEFL, which is taken no longer than 2 years prior to the application closing date with their respective minimum score as below.

- TOEIC at least 700 (Total Score 990)
- CULI-TEST at least 73 (Total Score 100)
- CU-TEP at least 75 (Total Score 120)
- IELTS at least 6.5 (Total Score 9.0)
- TOEFL (PBT) at least 552 (Total Score 677)
- TOEFL (ITP) at least 552 (Total Score 677)
- TOEFL (iBT) at least 81 (Total Score 120)

#### **4. Selection process**

4.1 Written Examination (100 Points)

4.2 Interview (100 Points)

Applicants must score at least 70% of the full points to be considered qualified for the position.

#### **Note**

Those who wish to apply can send the application together with the required documents via email to [Oum.n@chula.ac.th](mailto:Oum.n@chula.ac.th) from now until January 26, 2025

Announced on December , 2024

(Ram Piyakate, Ph.D.)

Director Office of International Affairs and Global Network

