



JOB SUMMARY / ROLES

Thai League is seeking a passionate and creative individual for the position of Content Producer. This role is part video editor and copywriter, part translation into English and multimedia trend tracker. Responsibilities including have an emphasis on creative videos scripts and interviews with personalities including footballers and other football personalities across a variety of official mediums including official social media, websites, and more.

Job Title	Content Producer	Department	Media
Reporting to	Deputy CEO	Location	Bangkok
Purpose of Role	<ul style="list-style-type: none"> ▪ To deliver high quality multimedia content for Thai League. ▪ To assist league development as a multimedia producer – including development of social media content, data visualisation and other online content techniques. ▪ To contribute to high quality content ideation, production, publication, management, promotion and marketing across all platforms. ▪ To interpret and/or translate languages from video interviews into English to reach out to international fans, including video subtitles. ▪ To aid the league’s goal to develop market leading capability to interact with a regional fanbase. ▪ To work closely with digital delivery, social media, marketing, partnerships, PR, football and all other departments to ensure maximum return on investment – whether financial or brand value. 		
Key Tasks	<ul style="list-style-type: none"> ▪ To create and deliver multimedia content. ▪ To create social media content and manage multiplatform. ▪ To contribute to the development of social media and content on the Thai League service and within the media team. 		

	<ul style="list-style-type: none"> ▪ To work closely with Media colleagues to deliver League content in an effective and timely manner. ▪ To proactively interact with the Thai League online audience and community. ▪ To plan, create and update promotions and special features as instructed.
<p>Who are we looking for...</p> <p>Skills and Abilities</p>	<ul style="list-style-type: none"> ▪ Thai Nationality. ▪ Possess a degree in multimedia, marketing, journalism or relevant media field. ▪ Fluency in Thai/English. ▪ Good editorial judgement, online journalism skills and broadcast interviewing skills. ▪ Good content producer skills and understanding of social media and its uses. ▪ Excellent content idea generation and ability to deliver multimedia content. ▪ Excellent levels of accuracy with great attention to detail and following publication processes. ▪ Strong content management ability and knowledge of football. ▪ Ability to identify the best content on the web and other platforms relevant to Thai League. ▪ Highly self-motivated, strong initiative and willingness to be flexible in approach to achieve desired outcomes. ▪ Good time management with flexible attitude to working hours and to a range of tasks.