



Marketing Associate/Senior Associate

“The people who are crazy enough to think they can change the world, are the ones who do.”
- Steve Jobs

Teach For Malaysia is an independent, not-for-profit organisation on a mission to empower our nation through education. We believe that a child’s education and future should not be determined by his or her circumstances in life. Thousands of students don’t have the chance to realise their potential because of many socioeconomic factors, like how much their parents earn or where they live.

We recruit, train and support our country’s rising generation of leaders to teach in high-need schools across the nation, through the Teach For Malaysia Fellowship - a two-year leadership development programme. We’ve impacted over 150,000 students and worked with the Ministry of Education and other corporate and social sector partners to collectively bring transformation to the education system. Beyond the Fellowship, our growing network of Alumni are lifelong advocates for education and expanding opportunities for students, working as a movement to build an ecosystem of solutions at all levels of society - from the classroom to the boardroom.

We are looking for champions to join our team in this movement of change, who share our vision, mission, and core values; Sense of Possibility, Excellence, Collaboration, and Integrity. All these are an important part of our culture, to ensure long-term, sustainable success, and realise our vision:

One day, all children in Malaysia will have the opportunity to attain an excellent education.

Our collaborative working environment opens up many opportunities for you to expand your network and lead your own learning, alongside other team members, Fellows and Alumni, corporate partners, the Ministry of Education, and other education stakeholders. Teach For Malaysia is also a partner in the Global Education Network, Teach For All.

While our compensation package is fair and competitive, we do not expect this to be your key reason for joining us. After all, we are not just offering you a job; we are looking for a like-minded future leader to grow with us and help us in our mission to end education inequity in Malaysia.



Role: Marketing, Associate/Senior Associate
Start Date: May 2021
Employment Type: Full time, 1-Year Contract
Location: Kuala Lumpur, Malaysia

Mission for the Role

The mission of this role is to build and sustain a strong brand for Teach For Malaysia through branding and marketing strategies, partnerships and activities which will ultimately drive long-term growth, sustainability and impact for the organisation in the education system.

Key Measures of Success

- **Build the breadth and depth of the Teach For Malaysia brand** across different platforms including traditional media, social media and digital marketing to reach key audiences (e.g. Potential applicants for the Fellowship, donors, public & private stakeholders, educators) - all contributing towards long-term brand sustainability.
- **Convert awareness into understanding and engagement** through content marketing strategies and efforts, to produce concrete measurable outcomes (e.g. increased number of applicants to the Fellowship, increased donations).
- **Actively build & sustain relationships with** key media partners, brand ambassadors, and other TFM champions
- **Be the brand custodian** by working closely with other teams to define and ensure the consistency of the brand identity.

Key Priorities

You will be reporting to the Marketing Manager and together the team will be overseeing the following areas:

- Create and deliver communications, PR and marketing strategies to inspire support for Teach For Malaysia's mission, working across the organisation to improve visibility, awareness and understanding of Teach For Malaysia with all audiences.
- To safeguard and promote Teach For Malaysia's brand with internal and external audiences, cross-divisional message consistency, and maximising integrated communications and PR opportunities. This should be achieved through a diverse of marketing, advertising and media campaigns using the full range of traditional and digital tools available.
- To facilitate and coordinate the development and alignment of Teach For Malaysia's brand and communications strategy.

Duties and Responsibilities

Primary responsibilities include but are not limited to:

- Support Marketing Manager in marketing, advertising, PR and media strategy and initiatives.
- Serves as a key Teach For Malaysia writer, working with the Growth Leadership Team and Marketing Manager to continually hone and integrate meaningful messages into appropriately targeted communications.
- Write, coordinate and review communications materials (e.g. press releases, social media posts and etc.) across traditional and digital media.
- Work closely and collaboratively with all teams to ensure a unified brand identity across all touchpoints, advise different teams on communication strategies.

- Support and coordinate Marketing activities which include overall organisational marketing content planning, annual Fundraising & Recruitment campaign planning and execution.
- Assist the Marketing Manager in delivering a brand refresh exercise and an ambitious campaign to launch TFM's new 10-year strategy.
- Manage Teach For Malaysia's media assets which includes but is not limited to website, social media platforms, blog.
- Cultivate relationships with internal stakeholders such as TFM staff, Fellows and Alumni and external stakeholders such as individuals from traditional and digital media and influencers.
- Collect, monitor, and analyse data to ensure the team reaches marketing goals for the year.

Required Competencies

- Excellent verbal and written communication skills. Experience in copywriting is strongly preferred. Excellent proficiency in English; strong proficiency in Bahasa Malaysia (proficiency in Mandarin or Tamil is a plus point).
- Experience stewarding relationships with various internal teams and external stakeholders and executing marketing plans that cater to various audiences.
- Project management skills, strong ability to manage multiple priorities at once.
- Able to analyse and use data in problem solving and decision making.
- Excellent proficiency in Microsoft Excel, Powerpoint and Word.
- Willing and able to readily adopt and utilise any TFM database or technological platform / application (e.g. Google Workspace, Confluence, Salesforce, Zoom etc.).

Desirable Competencies

- Graphic design & videography skills.
- Digital media experience (e.g. SEO, digital ad campaigns, analytics).
- Experience in communications (e.g. marketing, advertising, digital media) preferred, but not a requirement.

Leadership Experience & Team Adaptability

- Ability to be adaptable in an entrepreneurial, fast-paced, achievement-oriented environment.
- Strong interpersonal skills and ability to work collaboratively and influence across all levels of employees and external stakeholders.
- Strong work ethic and sense of possibility.
- Entrepreneurial attitude, working independently while also being a team player.
- Strong desire to collaborate across teams.
- Able to think strategically, critically, innovatively, and in a resourceful manner.

Application

To apply, please email the following to careers@teachformalaysia.org:

(a) Your latest CV (with 2 referees listed)

(b) Answers to the following questions (not more than 300 words per question)

1. Why does joining Teach For Malaysia excite you?
2. What is your long term career goal? Please elaborate how joining Teach For Malaysia is a step towards achieving that.
3. Share one personal achievement that you've been most proud of and how that

- experience can benefit Teach For Malaysia.
4. What are the three most important attributes or skills that you believe you would bring to our organisation?