



Marketing, Program Duta Guru 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 were born/live.

We recruit, train and support our country’s rising generation of leaders to teach in high-need schools across the nation, through our 2030 strategy consisting of 2 flagship programmes which is the Teach For Malaysia Fellowship and Program Duta Guru - our two-year leadership development programmes focused on growing leaders across the education system. 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 and Program Duta Guru, our growing network of Alumni, education champions and supporters 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.

As we celebrate TFM’s 10-years of existence and impact, we are looking for champions to join our team in this movement of change - people who share our vision, mission, and core values (Sense of Possibility, Excellence, Collaboration, and Integrity) - so that we are able to collectively work towards expanding our impact. Alignment to our vision, mission and values are integral to TFM’s culture, to ensure long-term, sustainable success and to realise our mission to:

Build a movement of leaders in the education ecosystem to empower all children in Malaysia to realise their potential

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 achieve our mission.

Role: Marketing, Associate/ Senior Associate (Program Duta Guru)
Start Date: January 2022
Employment Type: Full-time, 1 Year Contract (renewable)
Location: Kuala Lumpur, Malaysia

OBJECTIVE OF THE ROLE

The objective of the role is to position TFM as a key partner in leadership development and training of in-service teachers through Program Duta Guru (PDG).

MISSION FOR THE ROLE

The mission of this role is to oversee communications, branding and publicity of the Program Duta Guru in collaboratively working with key stakeholders both external and internal to ensure strong aligned messaging. The broader goal of PDG in this first phase is to gain acceptance and awareness of the program and its impact among key stakeholders particularly within the Ministry of Education

DUTIES AND RESPONSIBILITIES

Primary responsibilities include but are not limited to:

- Serves as a key PDG writer, track and create compelling PDG Impact Stories while working with 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 etc.) with a focus on Malay content and support on translations across traditional and digital media.
- Work closely and collaboratively with Yayasan Petronas' appointed agency to ensure a unified brand identity across all touchpoints, advising different teams on communication strategies.
- Support and coordinate Marketing activities which include overall organisational marketing content planning, annual Recruitment campaign planning and execution, including running advertising campaigns.
- 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, PDG Teachers 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 goals for the year.

KEY MEASURES OF SUCCESS

- **Build a strong social media presence for PDG** with a focus on **tracking and creating Impact Stories** across different platforms including traditional media, social media and digital marketing to reach key audiences (e.g. Potential applicants to PDG, public & private stakeholders, educators) - all contributing towards long-term brand sustainability.
- **Convert awareness into understanding and engagement** through content marketing strategies and campaigns to produce concrete measurable outcomes (e.g. increased number of applicants to PDG).
- **Actively build & sustain relationships** with Yayasan Petronas' appointed agency, key media partners, creative vendors and other PDG champions.
- **Be the brand custodian** by working closely with YP's appointed agency to define and ensure the consistency of the brand identity.

REQUIRED COMPETENCIES

- Aligned to TFM Core Values: Sense of Possibility, Excellence, Collaboration & Integrity
- Passion for TFM's mission, the education field, and developing people's potential
- Proactive self-starter with the ability to manage multiple streams of work, and independently prioritise tasks
- Strong desire to learn new things and grow professionally
- Proven experience as a Malay copywriter, with strong interest to write compelling stories from the movement
- 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 with attention to details
- Able to analyse and use data in problem solving and decision making

Role-Specific Competencies

- Graphic design & videography skills are a plus point
- Creative and enjoys exploring various ideation for campaign and marketing initiatives
- Digital media experience (e.g. SEO, digital ad campaigns, analytics) is a plus point
- Experience in communications (e.g. marketing, advertising, digital media) preferred, but not a requirement

Years of experience & qualification

- Relevant experience in marketing, branding and/or communications is preferred
- Bachelor's Degree in a field related to marketing, branding and communications is required. A non-related degree can be considered if there is relevant experience and/or portfolio of relevant skills

Leadership Experience & Team Adaptability

- Ability to be adaptable in an entrepreneurial, fast-paced, and dynamic environment
- Strong interpersonal skills and ability to work collaboratively with all levels of employees and stakeholders
- Able to think strategically, critically, innovatively, and in a resourceful manner
- Able to build and maintain good relationships with internal and external stakeholders

Language & Technical Proficiency

- Strong written and verbal skills and excellent proficiency in English and Malay (proficiency in Mandarin or Tamil is a plus point)
- Excellent proficiency in MS Word, Powerpoint and Excel
- Willing and able to readily adopt and utilise any TFM database or technological platform / application (i.e. Google Suites, Confluence, Salesforce, Zoom etc.)

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. What are the three most important attributes or skills that you believe you would bring to our organization?