



Growth

Head of Growth, Director

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

Teach For Malaysia (TFM) 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 TFM 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. TFM 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: Head of Growth, Director
Start Date: Immediate
Employment Type: Full time, 3-year contract (Renewable)
Location: Kuala Lumpur, Malaysia

MISSION OF THE ROLE

The Head of Growth plays a vital role in enabling TFM to scale to its aspiration of mobilising a critical mass of 30,000 transformational leaders by 2030, who will work collectively towards ending education inequity.

Working directly with the CEO, the Head of Growth drives the long-term growth and sustainability of TFM by developing and executing fundraising strategies, building partnerships, and enhancing the organisation's brand to achieve these goals.

As a member of Teach For Malaysia's Senior Leadership Team (SLT), the Head of Growth is jointly responsible for the organisational direction, culture, representation and day-to-day operations.

KEY MEASURES OF SUCCESS

- **Secure sustainable funding** - accountable for fundraising up to RM 60 million over the next 3 years from both the private and public sector.
- **Diversify funding sources** - scale the movement of individual donors to reach RM 1 million in annual recurring donations the next 3 years, while introducing new funding sources (e.g. endowment funds or social impact bonds).
- **Partner engagement** – continuously engage and foster strong relationships with partners to be highly committed advocates for education equity, who seek to further amplify the impact of TFM's work in transforming education in Malaysia.
- **Brand strength** - continuously enhance the visibility and reputation of TFM's brand, by effectively communicating the organisation's mission, impact, and unique value proposition, to inspire and engage future leaders, members of the public, potential partners and policymakers to actively participate in and champion TFM's efforts to transform education in Malaysia.
- **Engaged team** - Ensure the team is engaged, resourced and continuously developing in order to meet our growth aspirations

KEY RESPONSIBILITIES

Design and execute an ambitious and innovative growth strategy

- Develop and implement a comprehensive growth strategy to realise TFM's 2030 aspirations that includes fundraising and marketing efforts.
- Conduct market research and analysis to identify growth opportunities and inform strategic planning.
- Develop and implement a comprehensive growth strategy from lead generation to stewardship across all fundraising segments.
- Collaborate with cross-functional teams to ensure alignment and execution of growth initiatives.
- Continuously monitor and evaluate the effectiveness of fundraising and marketing strategies and processes, using data and analytics to inform decision-making and optimise performance.

Drastically scale individual recurring giving and secure new fundraising sources

- Develop and execute a comprehensive omnichannel donor acquisition strategy to increase the number of recurring donors.

- Create targeted and compelling fundraising appeals and campaigns to encourage individuals to become recurring donors.
- Implement effective donor retention strategies to increase donor loyalty and reduce donor churn rates.
- Develop and implement strategies to diversify TFM's funding streams such as endowment funds or social impact bonds.

Partnership development and engagement

- Build and maintain strong relationships with current and potential partners, including corporations, foundations, government agencies, and other non-profits, to advance TFM's mission.
- Work closely with the Programme teams to develop and execute tailored fundraising proposals and pitches to secure new partnerships that will advance TFM's 2030 Strategy.
- Build and maintain strong relationships with existing partners, ensuring that they become more engaged, informed, and connected advocates for the organisation's work and impact.
- Represent TFM externally, including at conferences and events, to build TFM's profile and identify potential partners.

Continuously enhance the visibility and reputation of TFM's brand

- Develop and execute a comprehensive marketing and communications strategy that aligns with TFM's mission and objectives.
- Implement strategies to increase brand awareness and recognition among key stakeholders, including potential recruits, donors, partners, policymakers, and the general public.
- Maintain a strong online presence through social media, email marketing, and other digital channels, and continuously improve TFM's digital marketing strategy.
- Develop and maintain strong relationships with media outlets, influencers, and other influential stakeholders.
- Ensure all external communications are aligned with TFM's values and mission and uphold the integrity and reputation of the organisation.
- Collaborate with cross-functional teams, including programme and partnership teams, to ensure cohesive and consistent messaging across all touchpoints.

Lead a high performing Growth team

- Recruit, manage, and develop a high-performing team of fundraising and marketing professionals, providing coaching, guidance, and support to help them achieve their goals and advance their careers.
- Continuously improve the team's engagement, measured by the EFR survey.

Uphold the integrity and efficiency of the organisation's fundraising and marketing processes and systems

- Develop and implement policies and procedures that ensure compliance with ethical standards, regulatory requirements, and best practices in fundraising and marketing.
- Work with the finance team to reconcile donations and ensure accurate and timely financial reporting and management of funds.
- Collaborate closely with other departments and teams across the organisation to ensure alignment and integration of fundraising and marketing efforts with overall organisational goals and priorities.
- Lead and execute a digital transformation strategy for fundraising and marketing, leveraging technology to improve efficiency, increase reach, and create a highly personalised and seamless donor and talent acquisition experience.
- Provide regular reports to the SLT and Board of Trustees on fundraising progress and outcomes.

Senior Leadership Team

- Collaborate with other members of the SLT to set and drive organisational goals, drive organisation-wide strategic initiatives in organisational development, budget management, engaging with external stakeholders and partners and supporting the continual development of all the organisation's teams.
- Collaborate with other members of the SLT to foster a values-based culture that is sustainable, fosters the development of individuals/teams, and consistently achieves the goals it sets.
- Work closely with the Heads of Functions ("Extended Leadership Team") to ensure the harmonisation of talent, culture and strategy in order to drive organisational performance and impact.
- Represent the organisation at the highest level, engaging with external stakeholders and partners, representing TFM in the media and public events, seeking out movers and shakers and winning their support for Teach For Malaysia and its mission.

REQUIRED COMPETENCIES

Role-Specific Competencies

- **Strategic thinking and planning:** ability to develop and execute a comprehensive growth strategy for the organisation.
- **Fundraising and donor management:** able to manage an entire fundraising process from lead generation to stewardship, with experience in securing large grants, major gifts, and building strong relationships with donors and funding organisations.
- **Communication and presentation:** strong written and oral communication and presentation skills, with the ability to effectively communicate TFM's mission and vision to stakeholders, partners, and potential donors.
- **Analytical and data-driven:** ability to conduct insightful market research, analyse and leverage data to drive decision-making and measure the impact of growth strategies and fundraising efforts.
- **Digital and technology proficiency:** experience with digital marketing, online fundraising platforms, CRM tools, and other technologies to enhance growth and fundraising efforts.
- **Partnership development and management:** experience in identifying, building and managing partnerships that support fundraising goals and overall organisational growth.
- **Financial management:** ability to manage budgets and resources effectively to ensure financial sustainability and long-term success.

Years of experience & qualification

- 5-10 years of experience with 3 years of line managing a team. (Any less years of experience will be considered on a case by case basis.)
- Bachelor's degree or equivalent practical experience.
- Experience leading sales, business development, or fundraising teams is an added advantage

Leadership Experience & Team Adaptability

- Ability to lead and manage a team, develop team members, and foster a culture of collaboration and accountability.
- Ability to be adaptable and grounded 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.
- Experience leading and motivating large cross-functional teams, building culture and being responsible for team growth and development.

Language & Technical Proficiency

- Strong written, verbal skills and excellent proficiency in English and proficiency in Bahasa Malaysia.
- Excellent proficiency in Gsuite, Microsoft Excel, Powerpoint and Word.
- Willing and able to readily adopt and utilise any TFM database or technological platform / application (i.e. Google Workspace, Confluence, Salesforce, Zoom, payment gateways etc.).

APPLICATION

Please scan the following QR code or click on [this link](#) to submit your application through the application form.



Due to the volume of applications we receive, we apologise that we will not be able to respond to all applicants - only shortlisted candidates will be contacted.