



Marketing

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 celebrated 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
Start Date: Immediate
Employment Type: Full-time, 12 months contract
Location: Kuala Lumpur, Malaysia

OBJECTIVE OF THE ROLE

The objective of the role is to position Teach For Malaysia as the recognised thought leader in education and a key partner in the education ecosystem.

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.

DUTIES AND RESPONSIBILITIES

Primary responsibilities include but are not limited to:

- Support Marketing Manager in branding, content strategy, PR & media engagement, digital advertising and activation campaigns.
- Serve as Teach For Malaysia's content creator for different social media platforms - write, design, coordinate and review communications materials (e.g. press releases, social media posts, impact stories etc.) across traditional and digital media.
- Work closely and collaboratively with all teams to ensure a unified brand identity across all touchpoints, advising and training different teams on brand guidelines and marketing strategies.
- Plan, implement and coordinate Marketing initiatives which include overall organisational marketing content planning, recruitment & fundraising campaigns (including running digital ads), creation of brand collateral and support the execution of stakeholder engagement events.
- Manage Teach For Malaysia's media assets, including but not limited to the social media platforms, website, and blog.
- Cultivate relationships with internal stakeholders such as TFM staff, Fellows and Alumni and external stakeholders from media, corporate partners and vendors.
- Track and analyse social media, website & campaign performance to ensure marketing goals are achieved.

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, campaigns, 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, other TFM champions and creative vendors.
- **Be the brand custodian** by working closely with other teams 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 and English 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, public relations & digital media) preferred, but not a requirement

Years of experience & qualification

- Relevant experience in marketing, branding, PR 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
- For senior associates, experience in managing a marketing team is preferred

Leadership Experience & Team Adaptability

- Ability to be adaptable in a 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 good proficiency in 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

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.