



## Marketing Content Specialist, 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 Content Specialist, Senior Associate  
**Start Date:** Immediate  
**Employment Type:** Full-time, 1-Year Contract (Renewable)  
**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 marketing and communication strategies 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:

#### **Content development**

- Create engaging and high-quality written content for various channels, including social media content, live social media updates, press releases, impact reports, website copy, blog posts and other brand materials.
- Act as the communication liaison for marketing, coordinating and aligning content requests from other teams.
- Ensure consistent brand voice across all internal and external communication platforms and guide team members to upholding brand guidelines.

#### **Storytelling and Narrative Building**

- Work closely with the Creative and Digital Specialist to develop and convey compelling narratives highlighting the organisation's impact
- Collect and share impactful stories from students, Fellows, Alumni, and partners to connect with the audience emotionally.

#### **Social Media Management**

- Support the management of the organisation's social media accounts.
- Support the Digital Specialist in the planning and curation of compelling content for various platforms.
- Support the tracking and analysis of content performance to inform future strategies.

#### **Content Editing, Translation and Proofreading**

- Ensure all content is grammatically correct, consistent in style and brand voice, and aligned with brand narrative and guidelines.
- Edit and proofread materials produced by other team members for accuracy and clarity.
- Translate content to reach a wider audience while ensuring accuracy and cultural sensitivity.

#### **Media Relations**

- Assist the Marketing Manager in building and maintaining relationships with media outlets.

- Draft and distribute press releases, statements, and other media-related materials to increase the organisation's visibility.

#### **Digital Campaign Support**

- Support the implementation of digital campaigns, ensuring alignment with campaign objectives.
- Create written content and support visual designs for various digital channels to enhance campaign effectiveness.

#### **Collaboration and Stakeholder Engagement**

- Cultivate relationships with internal stakeholders such as TFM staff, Fellows and Alumni and external stakeholders from media, public and private sectors to better understand needs and act as TFM's brand ambassador.
- Collaborate with external partners and manage creative vendors to achieve high-quality deliverables.

#### **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
- Exceptional writing skills in English with a meticulous eye for detail.
- Writing skills in Malay or other local languages is a plus.
- Curiosity and ability to translate his/her passion for social impact into compelling written content.
- Ability to adapt writing style to various platforms and audiences, considering cultural nuances.
- Strong desire to learn new things and grow professionally

#### **Role-Specific Competencies**

- Experience in communications (e.g. advertising, public relations & digital media) is preferred,
- Familiarity with content management systems and digital publishing tools is a plus
- Design and editing skills are a plus

#### **Years of experience & qualification**

- 2 years of proven experience in professional writing and content creation, preferably in impactful storytelling.
- Bachelor's Degree in a field related to communications, marketing or journalism. A non-related degree can be considered if there is relevant experience and/or a portfolio of relevant skills

#### **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

#### **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.*