



## Marketing Senior Manager

“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 60,000 students, working with the Ministry of Education and other partners. 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 quality 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** : Senior Manager, Marketing  
**Start Date** : Immediate  
**Employment Type** : Full time, 2-Year Contract (renewable)  
**Location** : Kuala Lumpur, Malaysia

### **Mission for the Role**

The mission of this role is to build and sustain a strong brand for TFM 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.

### **Growth Team Context**

You will be part of the Growth function, which comprises of the following teams:

- Marketing
- Partnership Development

This role will report to the Head of Growth.

### **Key Priorities**

You will be overseeing and leading the Marketing team, especially in the following areas:

- o Brand Development and Management (40%)
- o Content and Social Media Marketing (15%)
- o Campaign and Data Analytics (20%)
- o Public Relations and Media (15%)

### **Key Responsibilities**

- **Build and strengthen TFM's brand as a key influencer and leader in education**
  - o Lead the planning for TFM's Brand Strategy, increase awareness and deepen the understanding of the work TFM is doing amongst the public.
  - o Strategise and seek media opportunities and platforms to advocate for the mission and strengthen TFM's value-add and presence as an education thought leader.
  - o Be the brand lead and drive the overall brand narrative and visual identity internally within TFM and externally with partners, supporters and other key stakeholders.
  - o Proactively identify and manage issues that may detract and jeopardise TFM's brand to safeguard TFM's reputation.
- **Strengthen TFM's media presence**
  - o Develop and implement media strategies (Eg. strategic partnerships, developing press releases)
  - o Build relationships with key media titles, personnel, influencers & external ambassadors to increase awareness and establish TFM as a thought leader and influencer in the education space.
  - o Be TFM's representative for the media to manage and mitigate issues and risks that TFM may face that would impact our reputation.
  - o Ensure that TFM is portrayed accurately and positively through news coverage.

- **Increase awareness and gain leads through data-informed campaigns or marketing activities**
  - Lead the conceptualisation and development of recruitment and donation campaigns to inspire action among target audiences.
  - Strengthen TFM's digital marketing capabilities to increase awareness about TFM and gain recruitment and donation leads through multiple digital marketing channels.
  - Keep abreast and updated on digital marketing trends and seek out partnerships to drive this as an area of growth for TFM.
  - Lead brand performance reporting and make data-informed decisions with website, social media and advertising analytics.
  
- **Support and strengthen TFM's social media and content strategy**
  - Be a strong thought partner and advise on overall strategy and approach to social media content.
  - Support the Marketing team through content creation (writing), specifically in areas such as vetting through and editing social media content, long-form content and press releases.
  
- **Oversee, craft and align TFM's movement and external communications strategy**
  - Align internal functions to a consistent brand voice.
  - Work with internal functions and the CEO to drive and craft high-impact key communications to external stakeholders and the TFM movement.
  
- **Team culture and development:**
  - Lead, manage and develop the Marketing team comprising Marketing Associates and Senior Associates.
  - Contribute to developing Growth team culture by collectively brainstorming and driving team engagement efforts with other Growth managers.
  - Establish structures, processes and enhance ways of working to improve team effectiveness.
  - Contribute to the overall organisational strategy and culture as an active participant and contributor to the discussions and initiatives in the Extended Leadership Team (ELT) space.

## Competencies

- At least 7-8 years of experience in public relations, branding, or marketing roles; experience managing teams across different portfolios
- Experience in developing and implementing brand and marketing strategy, identity and positioning
- Strong public relations and media engagement skills
- Wide network of contacts within the marketing, media, public relations and its relevant industries
- Content creation and digital marketing skills are desired
- Strong interpersonal skills and ability to work collaboratively with all levels of employees and stakeholders
- Ability to be flexible and adaptive in a fast-paced and complex environment
- Resourceful and can work under tight deadlines and high-pressure situations
- Intellectually curious, a proactive problem-solver, able to execute ideas and be empathetic
- Believes in a strong organisational culture and the importance of community in the workplace
- Humility, compassion, and aptitude for learning

- Able to navigate cultural differences and can comfortably work with people from different backgrounds
- Strong written and verbal communication skills, with high proficiency in English and intermediate proficiency in Bahasa Malaysia is required
- Ability to travel, work on some weekends, and other times as needed

## 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.*