

Marketing & Communications Manager

Do you see the potential?

Do you want to join an exciting startup with an ambitious social mission? Do you want to contribute to the development of a bold and innovative business model with high responsibility from day one? Do you want to do something revolutionary and impactful? Here at Wedu, we hire highly motivated, passionate individuals who are innovative and thoughtful in their approach to getting things done.



Founded in 2012, Wedu is a unique leadership development organization and social enterprise that aims to unlock the leadership potential of young women in Asia to become change-makers in their communities. We do this by providing lifelong, virtual mentorship and innovative financing options for higher education to inspiring individuals who are committed to changing the status quo in their communities – we call these young women ‘Rising Stars’. Today, we are proud to support 301 Rising Stars across 19 countries who form the pillar of a growing community that we believe has the power to achieve large-scale social impact.

Your role

As Wedu’s Marketing & Communications Manager, you will have the critical leadership role of managing the development and expansion of Wedu’s global brand in order to drive a variety of key business activities forward in a sustainable and innovative way. You will be responsible for supporting the development of Wedu’s key products and services with the design and implementation of marketing & communications strategies, as well as nurturing Wedu’s global community of Rising Stars, Mentors, donors, partners and digital and media contacts. This role offers a unique opportunity to shape the future of Wedu’s brand identity and presence via traditional marketing, digital marketing, events/PR and community strategies. You have an entrepreneurial spirit and are ready to take on an increasing level of responsibility and autonomy from day one and as Wedu grows. In particular, your role will involve:

Branding & Marketing Strategy (40%)

- Designing and implementing systems for the development and consistent execution of Wedu’s brand and customer experience
- Managing organization-wide branding and communication guidelines and strategies
- Evaluating customer research, market trends and competitor data to identify opportunities for community expansion and engagement
- Leading Wedu’s community growth strategy and regularly monitoring metrics of success in coordination with the Communications & Community Associate
- Designing, piloting and implementing marketing strategies and campaigns to support the growth of Wedu’s products and services - Wedu Rise, FISA and the Leadership Development program

Digital Marketing & Communications (40%)

- Managing and designing the digital marketing strategy for Wedu's diverse, global target audiences in coordination with the Communications & Community Associate
- Monitoring and devising initiatives and strategies to increase Wedu’s digital presence

- Supporting fundraising strategies and campaigns in coordination with the BD and Innovations team
- Providing marketing and communications support to other departments, as needed

Events, Media Outreach and Digital PR (20%)

- Identifying and engaging online journalists, bloggers and influencers, and a list of digital PR contacts in coordination with the Communications & Community Associate
- Supervising, organizing and supporting Wedu events, meetups, partnerships and so on throughout the year to give optimal visibility to Wedu's brand
- Develop key partnerships through co-branding, sponsorships, brand and community ambassadors

Be the change you want to see

Wedu is a very entrepreneurial organization that is open to new ideas. If you have innovations to propose, make your case and say it out loud, conquer the team and you will have all the support required to implement your ideas. Leadership starts inside.

Do you have what it takes?

- You have at least 6 years of previous work experience in a similar Marketing and Communications role, with previous work experience in the Asia region and/or the non-profit sector a plus
- You are entrepreneurial and not afraid to take ownership – audacious and resourceful in identifying and acting upon opportunities to innovate; you are also flexible and comfortable with ambiguity and leading the change
- You have demonstrated strong leadership and project management skills, with previous experience building and managing growing, diverse teams
- You have a proven track record of systems-oriented, process & data-driven thinking and implementation, combined with a creative eye for design and strong attention to detail
- You are a skilled communicator – both a great listener and effective speaker and writer; you are confident and resourceful when reaching out to new people, and enjoy developing relationships with a wide range of stakeholders
- You are collaborative and have the ability to use systems-level thinking to see beyond your own work and balance individual and team goals
- You have a passionate commitment to promote social change and women's leadership development, and are willing to go above and beyond in pursuit of our common mission

Other qualifications:

- University degree or above in Communications, Marketing, Business or similar field with excellent speaking and writing skills in English
- A background in journalism and/or public relations a plus
- Proficiency in MS Office and familiarity with industry-standard tools and social media channels (e.g. MailChimp, PhotoShop/InDesign, HootSuite, Wordpress, Salesforce)
- ***Women and Thai nationals are particularly encouraged to apply; strong preference for applicants who are already residing in Thailand***

Organizational arrangements

We expect from you a minimum commitment of 24 months with a four month trial period. This is a full-time position that is expected to start as soon as possible, with a strong preference for those who are already based in Bangkok. You will receive competitive pay based on your qualifications and Thai living standards, as well as private health insurance and work permit sponsorship, where applicable.

Wedu has flexible working arrangements and leave policy – you are expected to deliver what is required, and working hours are largely dependent upon your time management and productivity. This role may require odd working hours from time to time in order to successfully liaise with the global community. You will also have access to the Wedu network of experts and advisers, who have extensive experience in the development of social enterprises.

Apply Now!

Interested candidates should complete the application form on our website at [Get Involved - Work With Us](#). If you are experiencing problems with the form, please email talent@weduglobal.org.

Applications are accepted and reviewed on a rolling basis, and qualified candidates will be contacted via email for at least 2-3 behavioral and situational interviews that will be conducted by a combination of Wedu's CEO, COO and the Marketing & Communications team. As part of the selection process, you will also be expected to complete a short exercise to further demonstrate your fit and interest with the role.

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