

Marketing & Communications Associate

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 the next generation of women changemakers across Asia. We do this by providing virtual mentorship, leadership trainings 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 441 Rising Stars across 22 countries who form the pillar of a growing community that we believe has the power to achieve large-scale social impact.

The Role

As Wedu’s Marketing & Communications Associate, you will play a key role in designing and executing communications strategies and campaigns across Wedu’s digital channels, as well as lead the growth and management of Wedu’s global communities, both online and offline. The role will need to be able to understand and manage multiple stakeholders or audiences, as well as be creative and resourceful in using communications tools and techniques to create engaging content and meet various organizational objectives. This role offers a unique opportunity to shape the future of Wedu’s Community and communications capacity in a way that enhances our mission for the leadership development of Rising Stars. We are looking for a person with an entrepreneurial spirit who is ready to take on an increasing level of responsibility and autonomy as Wedu grows. In particular, the role involves:

Digital Marketing & Communications (70%)

- Leading and supporting content creation within and across the organization, including but not limited to blog posts, articles, newsletters, community engagement material, social media posts, donor reports and electronic and print marketing collaterals
- Creating, managing and growing the company’s social media marketing presence through blogs, Twitter, Facebook, and other strategically relevant online properties
- Curating, preparing and managing all communications and supporting materials to inspire and engage different audiences under a consistent Wedu brand
- Supporting and improving Wedu’s internal systems for effective community engagement and communications, including management support of interns/contractors and KPIs
- Streamlining and standardizing org-wide communications activities and responsibilities

Community Development & Management (30%)

- Designing, piloting and implementing different community engagement ideas, both online and offline, to increase community impact and to enable each community to flourish

- Managing Wedu's communities in collaboration with other departments, especially as it relates to coordinating multiple objectives
- Overseeing the budget and implementation of special community events
- Identifying opportunities for community expansion by attending and planning industry events in the city (often outside of office hours), and managing the engagement process of new community members
- Contributing to the team effort and the achievement of other departmental objectives by accomplishing other tasks and supporting other projects, as needed

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 2-5 years of previous work experience in a similar Communications role, with work experience in developing countries and/or the Asia region a plus
- You have strong interpersonal skills with a natural cross-cultural sensitivity and professionalism
- You get invigorated by making new connections, being creative and using great visual and written content for storytelling
- You have an entrepreneurial spirit and are not afraid to try something new!
- You are resourceful and quick to act yet demonstrate extreme attention to detail and perfection
- You are a self-starter with a strong work ethic and ability to work independently with minimal supervision
- You are comfortable with data and using metrics to measure the success of key initiatives
- You have a passionate commitment to promote social change and women's leadership development

Other qualifications:

- University degree or above in Communications, Marketing or similar field with excellent speaking and writing skills in English
- Proficiency with InDesign/Photoshop and other creative marketing tools, with an eye for professional and engaging design a plus (if applicable, please submit a portfolio of relevant sample work with your application)
- Proficiency with industry-standard tools and social media channels; familiarity with MailChimp, HootSuite, Wordpress and Salesforce a plus
- ***Strong preference for Thai and Asian nationalities; Western nationals already residing in Thailand or the region are also welcome to apply***

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](#). Please submit a portfolio or samples of relevant work with your application using the 'Attachment' section at the end of the form. 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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