

## Marketing & Communications Coordinator

### **Do you see the potential?**

Do you want to join a dynamic organisation 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? We hire highly motivated, passionate individuals who are innovative and thoughtful in their approach to getting things done.

Founded in 2012, Wedu is a social enterprise whose mission is to nurture the leadership development of women leaders around the world by supporting their unique, lifelong journeys with leadership development programmes, opportunities, and funding for education. Our Leadership Community includes inspiring and talented women from across the region who are committed to changing the status quo in their communities. Today, we are proud to support over 700 women leaders across more than 20 countries who form the pillar of a growing community that we believe has the power to achieve large-scale social impact.

### **Your role**

We're looking for the next great person to join our team - if you have an entrepreneurial spirit, are eager to take on a diverse set of initiatives and responsibilities, and enjoy creating beautiful and engaging content, then this might be the position for you.

As our Marketing & Communications Coordinator, you will oversee the marketing and communications needs for the organisation by successfully implementing strategic initiatives and supporting specific programmatic objectives. With direction from the management team, you will be responsible for managing our global brand experience and identity. You will also collaborate with other team members to build our global Community of Rising Stars, Mentors, donors, partners, and supporters, with a specific focus on telling their stories and communicating our impact. This role offers a unique opportunity to catalyse Wedu's impact and influence in the region via brand-building, digital communications, events, PR, and community development.

In particular, the role involves:

### **Brand & Department Coordination**

- Overseeing organisation-wide branding and communication guidelines, strategies, and materials to ensure consistent execution of our values, messaging, and experience
- Building Wedu's brand presence in relevant online and offline spaces and collaborating with other departments to align on organisational goals and projects
- Regularly monitoring and reporting metrics of success related to brand, community, marketing strategies, and digital effectiveness, including SEO analytics
- Managing department resources, including hiring of team, interns, and external suppliers
- Designing and creating organisational reports, marketing collaterals, and branded materials

### **Digital Marketing & Communications**

- Designing and implementing a digital marketing strategy that reaches our diverse audiences across a variety of online channels, including but not limited to Wedu's website, newsletters, and social media campaigns
- Providing marketing and communications support to other teams and programmes
- Collaborating with the team and Community to curate and create authentic content

### **Events, Media/PR & Community Engagement**

- Identifying and engaging with relevant media, journalists, bloggers, and influencers
- Organising and supporting Wedu events, meetups, and programme-related activities
- Collaborating with other teams on our online and offline community expansion and engagement strategies

### **Be the change you want to see**

Wedu is a very entrepreneurial organisation that is open to new ideas and experiments. 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?**

Qualifications:

- You have at least 5-7 years of previous work experience in a similar role, with growing levels of responsibility and ownership; previous work experience in the Asia region and/or the nonprofit sector a plus
- You have strong project management skills combined with exceptional attention to detail, and have demonstrated an ability to coordinate multiple projects, campaigns, and external vendors at any given time
- You have a passion for creating professional and engaging design, stories, and experiences, combined with the knowledge of industry-standard tools and strategies in order to execute your work effectively
- You are entrepreneurial and not afraid to take ownership, showing audacity and resourcefulness in identifying and acting upon opportunities to innovate; you are also flexible and comfortable with ambiguity and leading the change
- You have a proven track record of using data-driven analysis and critical thinking to design strategies, build targets, monitor progress and make decisions
- 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 requirements:

- A university degree in Communications, Marketing or similar field, with excellent speaking and writing skills in English
- Proficiency with certain creative marketing tools, such as InDesign, Photoshop or Illustrator; familiarity with MailChimp, HootSuite, Wordpress, and Salesforce a plus
- ***Women of Thai and Asian nationalities, as well as Western nationals already residing in Thailand or the region, are encouraged to apply***

Please note: this position also asks that you submit a portfolio of relevant sample work with your application, including but not limited to communications campaigns you ran; marketing collaterals you created; writing samples; social media channels you managed; etc.

### **Organisational arrangements**

We expect from you a minimum commitment of 24 months with a four month trial period. This can be a full-time or part-time position, ideally based in Bangkok. Wedu has flexible working arrangements – you are expected to deliver what is required, and working hours are largely dependent upon your time management and productivity.

You will receive competitive pay based on your qualifications and local living standards, as well as private health insurance and work permit sponsorship, where applicable, and you will have access to the Wedu network of experts and advisers, who have extensive experience in the development of social enterprises.

### **Apply Now!**

We are looking for one candidate to start in this position by March 1, 2019. 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](mailto:talent@weduglobal.org).

Applications for this position 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 members of our team. As part of the selection process, you may also be expected to complete a short exercise to further demonstrate your fit and interest with the role.