

## Marketing and Communications Coordinator

### **The time to lead is now**

Wedu envisions a world where half of all leaders are women. We have been evolving over the past few years and are one of the more prominent leadership development programmes for women in Asia, as well as a pioneer of innovative financing for education. We are ready to take our impact to the next level and are looking for highly motivated individuals who are innovative and thoughtful in their approach to getting things done, and have a demonstrated passion for gender equality.

Founded in 2012, Wedu is a social enterprise whose mission is to nurture the leadership development of women leaders by supporting their unique, lifelong journeys with leadership development programmes, opportunities and funding for education. These women leaders are inspiring individuals who are committed to changing the status quo in their communities. Today, we are proud to have worked with over 2,000 women leaders from 27 countries across Asia who form the pillar of a growing global community of mentors and partners. We believe this community has the power to achieve large-scale social impact. We are currently registered in Thailand, Cambodia, and the UK with an ambitious long-term growth plan for Asia, and beyond.

Wedu has been featured in:



The New York Times



WORLD  
ECONOMIC  
FORUM



FT FINANCIAL  
TIMES

### **Your role**

We are looking for the next great person to join our team. The Marketing and Communications Coordinator will be responsible for setting and operationalising Wedu's communications strategy, managing our social media presence, growing our brand recognition, and producing the creative collateral for our programmes- including the YSEALI Women's Leadership Academy (WLA). A successful candidate will champion and achieve excellence in curating and creating engaging digital communications across social media, website, and email, and increase public and stakeholder engagement in Wedu's work.

In particular, the role will:

- Lead the execution of Wedu's communications strategy, working cross-functionally within the organisation to plan campaigns and monthly content, and in coordination with vendors
- Engage key audiences through social media (facebook, instagram, twitter and linkedin) and lead social media management, content creation and analytics
- Manage Wedu's branding and reputation; lead public relations and expand media engagement to position Wedu in mainstream media

- Design and produce communications collateral for programmes and integrated campaigns, including graphics and short videos, and ensure alignment with overall marketing strategy and brand guidelines
- Oversee Wedu's website: work with staff and web vendors to continuously improve the usability, design, and content of the website
- Coordinate and execute the publication of Wedu's newsletters
- Manage and maintain Wedu's creative resources library, including the photo library, videos, design templates, and brand elements

### **Do you have what it takes?**

#### **Qualifications & Experience**

- At least 3 years of work experience in Communications, Marketing or Digital and Social Media
- Relevant tertiary qualification in communications, marketing, public relations, or journalism, or equivalent industry experience
- Demonstrated success with managing digital campaigns and social media (including Facebook, Instagram, Wordpress, Twitter, LinkedIn)
- Demonstrated interest in women's leadership and gender equality and full commitment to Wedu's mission and core values
- Basic knowledge and understanding of the international development landscape, including the issues and stakeholders

#### **Professional Skills**

- Eye for design and detail, with knowledge of graphic design tools such as Adobe Creative Suite or Canva
- Powerful communication and storytelling skills- both written and visual
- Understanding of branding and application of brand identity
- Spoken and written fluency in English

#### **Personal Attributes**

- Highly organized, good at prioritising with strong attention to detail and deadlines
- Independent, self-starter with proven ability to work autonomously as part of a geographically distributed team
- Propensity to take responsibility and initiative
- Strong interpersonal skills and ability to work efficiently and effectively with both internal and external partners in a multicultural environment;
- Demonstrated professionalism and flexibility in a fast-paced environment

#### **Organisational arrangements**

The Marketing and Communications Coordinator is a remote position. Locally competitive remuneration will be provided in line with the candidate's experience and skill sets. Wedu embraces modern work practices and has flexible working arrangements – you are expected to

deliver what is required, and working hours are largely dependent upon your time management and productivity. The majority of Wedu's team is based in UCT +7, and team members are expected to have at least 5 hours of overlap with this timezone each day.

**Apply Now!**

Wedu is committed to cultivating a culture of inclusive leadership and we strive to build balanced teams from all walks of life. We celebrate the individual differences, life experiences, knowledge, innovation, self-expression, and talent that each person brings. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, opinions, culture, ancestry, ethnicity, race, sex, gender identity and expression, sexual orientation, age, religion, marital status, disability, and beliefs.

Interested candidates should complete the application form before March 28th, 2021. Qualified applications will be reviewed on a rolling basis and shortlisted candidates will be contacted via email. We are looking to fill this position immediately, and by 1st May 2021 at the latest.

Apply through 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).