

Marketing & Communications (MarComms) Associate

The time to lead is now.

Since 2012, Wedu has nurtured the leadership development of over 3,000 women across Asia by supporting their unique, lifelong journeys with mentorship, leadership training, access to customised opportunities, and funding for education through Income Sharing Agreements. These women leaders are inspiring individuals committed to changing the status quo in their communities. We believe our global community has the power to achieve large-scale social change. As we take our impact to the next level, we 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 to join our team.

Wedu has been featured in:



Your role

We are looking for the next great person to join our team. The Marketing & Communications Associate will manage Wedu's social media presence, scanning opportunities and developing content that engages our community of women leaders and their allies. Reporting to the Marketing & Communications Coordinator, the MarComms Associate will support business development and brand building activities to ensure that Wedu remains relevant.

This role is perfect for someone wanting to strengthen their social media management skills and gain experience in other facets of digital communications and individual fundraising. The Marketing & Communications Associate will work with a tight-knit team of talented colleagues around the world and can expect to be stretched and developed in this role, with lots of opportunities for autonomy in an impact-driven organisation that is going through a period of growth.

Strong candidates will have demonstrated success in running social media and digital engagement campaigns in the women's leadership and gender equity space.

Responsibilities:

Social Media Management (45%)

- Lead day-to-day management of social media channels and analytics for Facebook, Instagram, Twitter, and LinkedIn, including engagement with Wedu's followers
- Collaborate with the MarComms Coordinator and project teams to develop social media marketing campaigns that showcase Wedu's activities and accomplishments to our key audiences and stakeholders
- Monitor, assess, and report performance of social media campaigns in line with set key performance indicators (KPIs)
- Analyse Wedu's social media strategy, identify strategic weaknesses and make recommendations for improvements
- Scan for social media and fundraising trends, news, and conversations relevant to women's leadership for Wedu to participate in, supporting brand relevance and authority

Content Development (35%)

- Manage the design, production, and archiving of multimedia marketing assets for Wedu's programmes and fundraising activities, working with the Graphic Design Intern to create digital assets in-house
- Lead the creation, set-up, and distribution of Wedu's monthly community newsletters; includes segmenting audiences and setting up A/B tests to optimise email performance
- Assist in setting up interviews and collecting profiles, stories, and case studies from our community to ensure the voices of the women we serve are heard and amplified
- Assist in processing work requests and organising Wedu's creative resources library (incl. the photo library, videos, design templates, and brand elements)

Donor Engagement (20%)

- Transition social media followers to active supporters of Wedu through regular, tailored communications focused on impactful storytelling
- Create compelling comms collaterals and CTAs to support the cultivation of existing individual donors and encourage renewal, retention and increased donor support
- Support in maintaining records of donor contacts and communications

Qualifications & Experience:

- At least 2 years of relevant work experience, including demonstrated success in managing social media accounts and developing social media campaigns.
- Adept at using creator and data reporting tools of social media platforms (Facebook, Instagram, Twitter, LinkedIn) and MailChimp or any similar e-mail management software
- Knowledgeable about actionable social media metrics and making data-informed recommendations to develop strategies
- Relevant tertiary-level qualification in communications, marketing, public relations, or journalism, or equivalent industry experience
- Strong preference for applicants who are active in the women's leadership and gender equity space

Professional Skills:

- Powerful visual communicator and storyteller
- Experience and knowledge in copywriting, proofreading, and editing
- Spoken and written fluency in English
- Able to think outside of the box while still complying with brand guidelines
- Understands the value of data and community insights in planning and pivoting strategy
- Eye for design and detail, preferably familiar with digital tools such as the Adobe Creative Suite and Canva

Personal Attributes:

- Approaches work from a feminist lens, guided by a commitment to gender equity
- Buzzing with creative ideas and enthusiasm for delivering powerful content
- Culturally aware and respectful, curious and sensitive about the cultures Wedu operates in and how those are represented in our communications
- A social media butterfly, up-to-date with design, content, and platform trends
- A quick learner, interested in all aspects of marketing and communications
- Energetic, positive, and self-motivated with a can-do attitude
- A natural project manager who is highly organised with strong attention to detail
- Proven ability to take initiative and work independently as part of a geographically distributed team
- Strong interpersonal skills and ability to work effectively in a multicultural team with varying expertise, skills and backgrounds
- Comfortable with ambiguity and able to thrive in a dynamic and fast-paced environment

Organisational Arrangements

The Marketing & Communications Associate is a fully remote position and is being recruited through Wedu (Thailand) Foundation for a one year, extendable contract. Due to the nature of funding associated with this position, extension will depend on performance and the availability of funds.

Wedu's team is primarily based in ICT (UCT +7) timezone, and team members are expected to have at least 5 hours of overlap with this timezone each day. The starting salary range is USD 650-750/month plus benefits, and remuneration will be set in line with the candidate's experience and skill levels. Benefits include unlimited paid time off and flexible working arrangements.

Apply Now!

Interested candidates should apply through [our website](#) and include a portfolio in their application materials. Applications will be reviewed on a rolling basis so we encourage early submissions within the priority deadline of **Saturday, 10 December**. Shortlisted candidates will be contacted via email.

We are looking to fill this position by **January 2023**. If you experience any problems submitting the application, please email talent@weduglobal.org.

Wedu is committed to cultivating a culture of inclusive leadership and building an organisation representing the communities we serve. We celebrate the individual differences, life experiences, knowledge, self-expression, and talent that each person brings. In recruiting for our team, we welcome the unique contributions 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.