



Marketing & Communications (MarComms) Manager

The time to lead is now.

Wedu is building a world where half of all leaders are women. We nurture and invest in women's purposeful leadership journeys and mobilise allies and communities towards a feminist future where women leaders thrive. Since 2012, we have strengthened and sustained the unique leadership journeys of over 4,000 women from 30 countries across Asia by facilitating long-term mentorship, delivering leadership development training, convening support communities, and funding continuing education through Income Sharing Agreements. These women are inspiring individuals committed to changing the status quo. We believe this community of leaders — supported by gender equity allies from 94 countries around the world — has the power to achieve large-scale change.

This is an exciting time to join Wedu. After celebrating our first decade of impact, we've recently undertaken a strategic planning process to shape our next chapter and are looking for highly motivated people who are innovative and thoughtful in their approach to getting things done and have a demonstrated passion for gender equity to join our remote-first team.

Wedu has been featured in:

The New York Times



Your role

The Marketing and Communications Manager will be responsible for leading strategic communication initiatives to elevate Wedu's profile, enhance our global reputation, and mobilise gender equity advocates. They will ensure consistent and compelling messaging across all channels, focusing on promoting our new website and supporting the implementation of our 3-year strategy. This role will involve collaboration with media and content partners to expand Wedu's impact on feminist and women's leadership in South and Southeast Asia. The Manager will also oversee a team that manages digital channels and produces creative assets.

Strong candidates will possess extensive experience in spearheading public relations and brand visibility efforts for diverse audiences, a strong proficiency in strengths-based communications, and a demonstrated commitment to gender equity and feminist values.

Responsibilities:

Strategic Communications

- Oversee the development and execution of Wedu's communications and digital content strategy, ensuring measurable success in brand visibility and engagement and getting hands-on if needed
- Lead cross-functional efforts to plan and implement campaigns that achieve programme and organisational objectives
- Develop key messaging and ensure its consistency across all of Wedu's internal and external communications and aligned with our values, communication guidelines, and brand positioning priorities
- Collaborate with the programmes team and our wider community to curate vibrant content and produce outward-facing learning and thought pieces like impact stories, articles, blogs, and podcasts that capture Wedu's impact and amplify the voices of the women we serve
- Oversee and promote Wedu's new website (hosted on Squarespace, migrating from WordPress), collaborating with the web developers to improve usability and design
- Infuse our brand identity throughout the organisation, equipping employees, board members, and community members to become effective ambassadors for Wedu
- Innovate ways for Wedu to further develop a digital presence and brand authority

Team Leadership & Management

- Lead and manage a high-performing MarComms team of an Associate, intern, and freelancers/agencies
- Oversee the execution of Wedu's digital content strategy translated into social media and email campaigns by the Marketing & Communications Associate

Public Relations & Publicity Partnerships

- Identify and secure opportunities for the Wedu team to speak at conferences, events, workshops, and other PR placements aligned with brand positioning priorities
- Establish relationships with content partners, third-party media, influencers, and other organisations that share similar audiences with Wedu to create media, publicity and fundraising opportunities (e.g. crossposts, joint releases)

Creative Asset Development & Management

- Conceptualise and oversee the creation of content that showcases Wedu's activities and accomplishments to our key audiences and stakeholders

- Lead the design and production of major brand assets for Wedu's programmes and fundraising activities, working with agencies/freelancers to commission new assets as well as create assets in-house

Qualifications & Experience:

- 7+ years of relevant work experience, including demonstrated success in external relations, PR, communications, media relations, social media or other marketing roles
- Proven experience in developing and executing effective communications strategies for organisations and projects that engage with diverse, multicultural audiences
- Experience producing thought leadership content, either in a personal or professional capacity, is a big plus
- Demonstrated passion for gender equity and commitment to advancing women's leadership
- Relevant tertiary-level qualification in communications, marketing, public relations, or journalism, or equivalent industry experience
- Strong preference for applicants who are actively involved in and connected to the women's leadership and gender equity space

Professional Skills:

- Powerful communicator and storyteller across formats: written, verbal and visual
- Spoken and written fluency in English, including strength-based language used in feminist and development communications
- Strong understanding of branding and the role of brand identity in communications
- Ability to lead and motivate a high-performing team of creatives
- Experience using human-centred design and participatory processes
- Technical skills in end-to-end production of brand and communication materials like videos, one-pagers, and reports
- Familiarity with UX/UI design, SEO, Google Ad Grants, and website management tools like Squarespace and WordPress
- Familiarity with social media and project management tools like Squarespace, WordPress, Notion, Canva, and Hootsuite is a plus
- Innovative thinker with a track record of translating strategic thinking into action plans and results

Personal Attributes:

- Approaches work from a feminist lens, guided by a commitment to gender equity
- Culturally aware and respectful, curious and sensitive about the cultures Wedu operates in and how those are represented in our communications
- Spots synergies across different programmes and able to bring these ideas to life
- Strong interpersonal skills and ability to build relationships with diverse audiences, from community members and vendors to press partners and potential funders
- Buzzing with creative ideas and enthusiasm for delivering powerful content

- Stays on top of digital and communication trends and industry developments
- Proven ability to take initiative and work collaboratively as part of a remote and geographically distributed team

Organisational Arrangements

This remote full-time position is being recruited for a two-year, extendable contract. It is open to anyone with the permanent right to work in a country in South or Southeast Asia. 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 for this position is USD 2,000-2,500/month plus benefits, and remuneration will be set in line with the candidate's experience and skill levels. Benefits include flexible working arrangements.

Apply Now!

Interested candidates should apply through [our website](#) and must attach or add links to a portfolio featuring previous campaigns, press releases, and other relevant materials. Applications will be reviewed on a rolling basis, so we encourage early submissions with a priority deadline of **Sunday, 17 March**. Shortlisted candidates will be contacted via email.

We are looking to fill this position by **May 2024**. 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 that represents 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.