

AIDHA

Aidha is an award winning Singapore-registered charity. Our mission is to provide financial literacy and self-development skills to foreign domestic workers and lower income women to enable them and their families to break out of the cycle of poverty. Started initially under the auspices of UNIFEM (now UN Women), Aidha became an organisation in its own right in 2006. Since its inception, Aidha has impacted more than 4,500 women and their families and communities. In April 2015, we achieved the much-coveted IPC (Institution of Public Character) status.

Aidha provides training in money management, computer, leadership and entrepreneurship skills. We conduct classes on Sundays (when most foreign domestic workers have their day off) at our campus at United World College in Dover. On any one Sunday, there are between 200-250 students attending classes and about 35 - 50 volunteers conducting these classes.

Aidha is a small but successful organisation, now in an exciting stage of growth and scaling up of its operations.

POSITION: COMMUNICATIONS MANAGER

Have you ever wondered what it would be like to work in a non-profit organization and what goes on behind the scenes? The role of the Communications Manager is responsible for the overall brand and communication strategy of Aidha.

Reporting to the Chief Executive Officer, the Communications Manager will work closely with the Director Marketing and Development and other Aidha team members to build Aidha's brand and visibility in the community (prospective students, employers, corporate partners, media, institutional and academic partners). The Communications Manager will need to plan and execute the marketing, PR and media activities of Aidha. The duties will include (but not limited to) cultivating and building media relations/ contacts, manage and grow Aidha's social media initiatives, increasing Aidha's visibility within and outside the community.

The position is full-time. The Communications Manager will be expected to spend up to two Sundays either on campus or at external sites for outreach events and attend Aidha events on evenings and weekends as necessary. (Note: time off-in-lieu will be provided for work on weekends.)

RESPONSIBILITIES:

Communications

- Manage all social media outlets of Aidha e.g. Facebook, LinkedIn, Instagram, Twitter
- Plan and execute Aidha's newsletter
- Manage Aidha's website
- Develop and manage marketing collaterals for print, online and digital media platforms
- Monitor the messaging and branding of Aidha in communication materials e.g. brochures, fliers, newsletters
- Evaluate effectiveness of current communication initiatives and propose ways for improvement
- Conduct analytics reporting and insight to drive strategic communications decisions

- Respond to public and external queries
- Conceptualise, execute and prepare materials and campaigns for pitches and presentations
- Coordinate annual report and prepare any other report for prospective donors, grantees and foundations

Outreach and partnerships

- Conceptualise and execute strategic community building activities such as Student Ambassador Program and Volunteer Ambassador Program
- Build good relationships with corporate and Non Profit Organisations partners
- Identify and cultivate relevant media contacts
- Help to plan and execute fundraising events such as Aidha's annual bike ride, photography exhibition (Unspoken Life) etc

Others

- Undertake any other duties assigned by the CEO

ARE YOU OUR IDEAL COMMUNICATIONS MANAGER?

Our ideal Communications Manager is that rare combination of being able to think big picture but yet able to get down to the details. S/he must have a passion for working and interacting with people from diverse cultures and backgrounds and possess strong organisational skills and excellent written and verbal communication skills in English. S/he must have the ability to work well independently and also as part of the team. S/he must be able to deal with all matters related to marketing and communications and work with different internal and external stakeholders from across nationalities and industries. S/he should ideally have design skills in order to design simple visuals for communications. If you enjoy adopting a collaborative approach and creating a happy, positive work environment, then we want you on our team!

In return, what you can expect from your time with us at Aidha is...

- a deep sense of fulfilment from being to see the impact you are making on our beneficiaries right before your eyes – which no money in the world can buy!
- the opportunity to play a key role in helping to shape and influence the growth of this young successful organisation as it continues on its upward track
- unmatched opportunities for personal growth and to learn and develop new skills and experience
- never again dreading coming to work on a Monday morning!

Interested candidates are invited to submit a comprehensive resume, stating current and expected salary to careers@aidha.org.

We regret that only shortlisted candidates will be notified.