

## AIDHA

Aidha is an award-winning Singapore-registered charity. Our mission is to provide financial literacy and self-development skills to migrant 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 5,000 women and their families and communities. We attained much-coveted IPC (Institution of Public Character) status in 2015 and have retained it ever since.

Aidha provides training in money management, computer skills, leadership entrepreneurship and English. We usually conduct classes on Sundays (when most migrant domestic workers have their day off) at our main campus at United World College (UWC) in Dover and recently opened a satellite campus at the FAST Hub near Eunos. At any given time, Aidha typically has 400-500 students attending classes and a pool of 150-200 active volunteers conducting these classes. Due to Covid-19 precautions, our UWC campus is currently still closed and most of Aidha's classes and learning sessions have been offered online.

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

## POSITION: MARKETING ASSOCIATE

Reporting to the Marketing and Partnerships Director, the position of the Marketing Associate is one that contributes to the strategic development of marketing initiatives and brand positioning of Aidha.

The Marketing Associate will support the implementation of the strategic and integrated marketing plan in order to reach various key stakeholders (prospective students, employers, corporate partners, donors, and the media) to advance, increase and widen Aidha's visibility. The Marketing Associate will also be responsible for conducting market research to understand better Aidha's audiences including migrant domestic workers and their employers. The Marketing Associate will work with the Communications Manager to develop a strategic communication plan to effectively engage Aidha's audiences. The Marketing Associate will also support the Director of Marketing and Partnerships and other members of the Marketing and Partnerships team with the organisation and implementation of outreach events and community building activities including the marketing and communications of the events to Aidha's student body.

**The position is part-time (80%) and will initially be a term contract for 1 year.** The Marketing Associate is expected to spend one to two Sundays a month on campus. (Note: time off-in-lieu will be provided for work on Sundays.)

## RESPONSIBILITIES

### Marketing

- Support the Marketing and Partnerships Director in defining and implementing marketing and outreach strategies in order to develop Aidha's brand awareness and visibility in Singapore
- Support the Marketing and Partnerships Director in implementing strategic communication plans and pitches for Aidha's fundraising and outreach campaigns in coordination with the Communications Manager
- Support short courses, marketing events and campaigns: assist with online and face to face logistics; creation of forms and new website pages; communicate with participants, manage data; participate in evaluation; assist at campus on Sundays where necessary etc.

- Collaborate with the Communications Manager to create and develop content for outreach to Aidha's audiences, including content for social media posts, newsletters, and various campaigns
- Gather data to analyse and evaluate the impact and effectiveness of Aidha's marketing initiatives, including website traffic via Google analytics, qualitative surveys, student surveys, conversion rate, and Facebook report activities and campaigns
- Support the successful maintenance and development of Aidha's CRM system

#### **Outreach**

- Support outreach events: assist with logistics; send reminders to participants; enter data in Salesforce; analyse attendance rate and conversion rate; create feedback forms and surveys
- Support in the digitalisation of the student surveys

#### **Other Responsibilities**

- Undertake any other duties assigned by the CEO and the Director of Marketing and Partnerships

#### **ARE YOU OUR IDEAL MARKETING ASSOCIATE?**

Our ideal Marketing Associate would have experience in marketing and communications, and be able to help with events. S/he would possess excellent written and verbal communication skills in English. S/he must be proactive and able to multi-task, as well as meticulous and detail-oriented. S/he would possess administrative skills and be comfortable with figures, plus have good knowledge of Excel. Experience in Salesforce would be a plus! S/he must have the personality to thrive in a fast-paced, dynamic environment and can cope well with change while remaining dependable and professional. As our office and campus resemble a mini United Nations, s/he must enjoy interacting and working with people from different nationalities and backgrounds. If you have a passion for our mission of education and empowerment, 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](mailto:careers@aidha.org). We regret that only shortlisted candidates will be notified.