



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 6,000 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 conduct classes on Sundays (when most migrant domestic workers have their day off) at our campuses - Catapult near Buona Vista and 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.

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

POSITION: COMMUNICATIONS ASSOCIATE

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

The Communications 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 Communications Associate will work with the Communications Manager to develop a strategic communication plan to effectively engage Aidha's audiences. The Communications Associate will also support the Marketing and Partnerships Director 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 Communications Associate is expected to spend two Sundays a month on campus.

RESPONSIBILITIES

Communications

- Assist the Communications Manager to manage all social media platforms of Aidha e.g. Facebook, LinkedIn, Instagram, TikTok
- 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
- Plan and execute filming and editing of video collaterals to be put up on TikTok and other social media platforms
- Repurpose and develop new video content for marketing and outreach
- Assist in planning, scripting and storyboarding video collaterals
- Research the latest trends, memes and personalities in the migrant domestic worker community on TikTok and other social media platforms

- Liaise with students, alumnae and other stakeholders when needed regarding filming and shoots
- Assist in the preparation of the social media dashboard monthly
- Work with the Marketing Associate 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
- Assist in upkeeping and updating Aidha's website, if needed
- Liaise on the printing of marketing, communications and all other collaterals
- Assist to respond to public and external queries

Outreach and partnerships

- Conceptualise and execute strategic community-building and outreach activities
- Help to plan and execute fundraising events such as Aidha's annual bike ride, photography exhibition (Unspoken Life) etc.

Other Responsibilities

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

ARE YOU OUR IDEAL COMMUNICATIONS ASSOCIATE?

Our ideal Communications Associate would have experience in marketing and communications, and should 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 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 resembles 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. We regret that only shortlisted candidates will be notified.