



About the Organisation

Edvolution is a social enterprise that works closely with the Ministry of Education and corporate partners to transform the education landscape through data-driven solutions. Our mission is to mobilise transformative leaders, competent educators and effective community builders to bring about lasting improvement to Malaysia's education system.

Our solutions include customised leadership programmes, curriculum development, teacher training and community empowerment. We integrate business leadership and management principles into our key activities to drive innovation and improvement in the education landscape. As a social enterprise, we also work with corporate clients, and reinvest our profits into community projects to benefit students, parents, and teachers.

Since 2017, we have provided training to 130 education officers, who in turn have mentored over 560 school leaders and 1,400 teachers in 140 schools nationwide, to impact roughly 42,000 students. As a diverse team of passionate changemakers, we are always looking for growth-oriented, purpose-driven individuals to join our team — to grow and lead change within society whether in small or big ways!

Our Core Values

- **Collaboration** — We build effective, professional relationships within and across sectors.
- **Humility** — We demonstrate integrity, respect and a strong team spirit in our work.
- **Empowerment** — We create opportunities to empower others to reach their best potential.
- **Excellence** — We envision and strive for ambitious change in the systems and communities we engage.
- **Resilience** — We adapt to change and stay informed of the latest findings and methods for education.

Role: Marketing Communications (Senior Associate)
Start Date: Immediate
Employment Type: Full time, 1-year contract (renewable)
Location: Kuala Lumpur (hybrid/ remote arrangements are negotiable)

Edvolution Enterprise is seeking a skilled and dedicated **Marketing Communications Senior Associate** who is passionate about our mission and our work to join the **Brand & Marketing** team.

You will play a crucial role in getting the word out about Edvolution's programmes, services, and areas of impact within the local and regional education sector. You will also have the opportunity to influence narratives and conversations about education issues, while honing your insight and understanding of the sector through engaging with stakeholders at multiple levels.

Your core responsibilities will include managing Edvolution's social media channels, running strategic digital marketing campaigns, and producing engaging content for Edvolution's website, newsletter, and print materials. In addition to experience in marketing and/or communications functions, we are looking for candidates who possess a keen understanding or interest in the education sector, including sensitivity towards current issues and challenges affecting our schools, teachers, and students.

Hybrid and remote work arrangements are possible, subject to discussion. Occasionally, the Marketing Communications Senior Associate may be required to attend meetings in Kuala Lumpur, Penang, or travel as needed.

Key Responsibilities

1) Managing Edvolution's social media channels

- Manage the planning and delivery of regular **content updates** on Edvolution's social media channels (including newsletter and blog) to grow follower base and engagement.
- Conduct **regular analyses** of Edvolution's audiences and historical performance to identify trends and insights.
- Coordinate **monthly discussions** to evaluate social media performance and to identify opportunities and challenges.
- Ensure Edvolution's social media channels are **up-to-date and well-presented**, responding to enquiries and comments in a timely manner.
- Consult and liaise professionally with vendors, colleagues and external stakeholders, including funders and government officers, as necessary for social media deliverables.

2) Running engaging digital marketing campaigns

- Research and present integrated **strategies and campaign ideas** for Edvolution's digital channels (including social media, newsletter, website, messaging groups, etc.) to drive awareness, interest, and engagement among target audiences.
- Lead, manage, and monitor the delivery of **digital marketing campaigns** to achieve defined marketing goals.
- Conduct **consumer research** to enrich insight and understanding of specific audience groups, including demographic and psychographic analysis.
- Ideate and participate in discussions with colleagues to develop **key messaging** for Edvolution's various programmes and projects.

3) Producing engaging content

- Produce short and long-form **written content** for Edvolution's website, blog, newsletter, print materials, and other marketing collaterals in English and/or Bahasa Melayu.
- Manage and support the production of **visual assets**, including providing direction on look & feel, copy and artwork, in collaboration with graphic designers and video editors.
- Support with the **logistics and production** of print collaterals, including brochures, report booklets, leaflets, and other branded collaterals.

4) Supporting the brand & marketing function

- Support the Brand and Marketing Lead, where necessary, on other projects:
 - Event planning & coordination
 - Media engagement
 - Brand strategy
 - Providing marketing support to other teams.



Requirements

- 3-5 years' experience in marketing, communications, advertising, media, or similar functions.
- Strong copywriting and editorial skills in English and/or Bahasa Melayu. Experience with graphic design and video editing are a bonus.
- Knowledgeable and experienced with social media, marketing, communications, and analytics tools and platforms.
- Possesses a high degree of attention to detail and conscientiousness.
- Able to demonstrate outstanding communication, interpersonal, and organisational skills.
- Passionate about Edvolution's mission and invested in revolutionising education.
- Able to work virtually, including usage of Google Workspace, Zoom, etc.
- Able to occasionally travel and attend meetings in the Klang Valley area.
- Experience in the nonprofit, education, or training sector is an advantage.

Revolutionise education with us!

1. Please complete the application form at <https://surveymonkey.com/r/EEApplication>.
2. Once you have completed the form, send an email to careers@myedvolution.com to inform the recruitment team.