

## **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 usually conduct classes on Sundays (when most migrant domestic workers have their day off) at our Campus at Catapult near Buona Vista MRT and 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.

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 Director, Marketing & Partnerships, the Marketing Associate will work with the Marketing & Partnerships team to organize a wide range of outreach events and community building activities as well as contribute to the development and running of marketing initiatives.

The Marketing Associate will have a key role to play in Aidha's busy calendar, supporting the implementation of the integrated marketing plan in order to reach various key stakeholders (prospective students, employers, corporate partners, donors, and other organizations working with migrant domestic workers) to advance, increase and widen Aidha's visibility.

The position is 80% or full-time. The Marketing Associate is expected to spend two Sundays a month on campus. (Note: time off-in-lieu will be provided for work on Sundays.)

## **Roles and Responsibilities**

- Support the Marketing and Partnerships team in planning and implementing marketing and outreach activities in order to develop Aidha's brand awareness and visibility in Singapore
- Support the running of marketing and outreach events: assist with logistics; prepare registration forms and communications with participants; provide on-ground assistance at the events and activities.
- Gather data to analyse and evaluate the impact and effectiveness of Aidha's outreach and marketing initiatives, manage digitalization of data and leads; generate analytical reports on data pertaining to attendance rate and conversion rate and create feedback forms and surveys if required
- 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 events and possess strong organizational and project management skills, with the ability to multitask and prioritize effectively. S/he would possess excellent communication and interpersonal skills, with the ability to liaise confidently with all stakeholders. S/he would possess administrative skills and be comfortable with figures, plus have good knowledge of Excel. 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](mailto:careers@aidha.org). We regret that only shortlisted candidates will be notified.