

AIDHA

Aidha is an award-winning Singapore-registered charity. Our mission is to provide financial education 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 Singapore (which became UN Women Singapore and subsequently United Women Singapore), Aidha became an organisation in its own right in 2006. Since its inception, Aidha has positively impacted more than 6,000 women and their families and communities. We attained 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 most of our classes on Sundays when the majority of migrant domestic workers have their day off. Most of our classes take place at our main campus located at Catapult in Buona Vista, with other classes held at our satellite campus at Singapore Management University in the CBD, and occasional classes at the Lifelong Learning Institute in Paya Lebar. We typically have 300-400 students attending our courses every month, supported by a pool of 150-200 active volunteers.

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

POSITION: MARKETING ASSOCIATE

Aidha is seeking a proactive and detail-oriented Marketing Associate with strong operational and organising skills to support the execution of our outreach activities, events and integrated marketing plans.

Reporting to the Marketing & Partnerships Manager, the Marketing Associate will work with the Marketing & Partnerships team to organise a wide range of events, community building activities and marketing initiatives to reach various stakeholders. S/he will also be responsible for managing data related to these activities (leads) and track the performance of these efforts.

We are looking for someone who is organised, responsive and adaptable, with strong collaboration skills to work across internal teams and external partners.

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:

The Marketing Associate will have a key role to play in Aidha's busy calendar, supporting the implementation of the integrated marketing plan to reach various key stakeholders (prospective students, employers, corporate partners, donors, and other organisations working with migrant domestic workers) to increase Aidha's visibility and impact. Key responsibilities are listed below:

- Support the Marketing and Partnerships team in planning and implementing marketing and outreach activities 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 digitalisation of data and leads; generate analytical reports on data pertaining to attendance rate and conversion rate

Other Responsibilities

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

ARE YOU OUR IDEAL MARKETING ASSOCIATE?

We are looking for someone who:

- Has 2–3 years' experience in marketing, events, outreach, or communications (ideally in an external-facing role)
- Is organised, a good planner, and able to manage logistics across multiple workstreams
- Collaborates well with internal teams and external partners to drive results
- Demonstrates a willingness to learn and is agile and adaptable in response to evolving organisational processes/needs
- Is comfortable with data management, using tools like Excel to manage and interpret information
- Communicates clearly and professionally, both in writing and in person
- Is excited to work in a dynamic, multicultural, mission-driven setting
- Has a passion for education and empowerment, especially for women and migrant communities

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 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.