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 and we have just celebrated our 20th anniversary! Since its inception, Aidha has impacted more than 7,000 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 the Singapore Management University in the CBD. We typically have 300-400 students attending our courses every month, supported by a pool of 150-200 active volunteers conducting these classes.

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

POSITION: COMMUNICATIONS ASSOCIATE

Reporting to the Communications Manager, the position of the Communications Associate supports Aidha's marketing and communications activities and helps strengthen its brand visibility.

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 increase Aidha's visibility and reach. The Communications Associate will work with the Communications Manager to develop a strategic communications 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 planning and implementation of outreach events and community building activities, including the marketing and communications of the events to Aidha's student body.

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

RESPONSIBILITIES

Communications

- Support 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, script, storyboard, film and edit videos for marketing and outreach

- Stay updated on relevant social media trends and content opportunities that resonate with Aidha's target audiences
- Liaise with students, alumnae and other stakeholders to coordinate filming, photoshoots, media interviews and other PR-related activities, as needed
- Assist in the preparation of the monthly social media dashboard
- Work with the Marketing Associate to track and evaluate the performance of Aidha's marketing campaigns and activities
- Maintain and regularly update Aidha's website, ensuring content is accurate, up to date, and aligned with Aidha's branding and communications objectives
- Coordinate the printing of marketing and communications materials
- Help respond to enquiries from the public and external stakeholders

Outreach and events

- Conceptualise, support and execute strategic community-building activities (as needed), outreach and signature events, such as graduation ceremonies, open houses, and more

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 creative, 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 be adaptable to changes 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. Above all, we are looking for someone who genuinely cares about our cause and is passionate about empowering women through education!

In return, what you can expect from your time with us at Aidha is…

- A deep sense of fulfilment from being able 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 this growing 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.