

Marketing & Events Associate – Social Media Specialist

Position Summary: The main goal of the Marketing & Events team of Teach for the Philippines is to support operations by acquiring, engaging, and retaining funders and partners through the establishment of brand awareness and reinforcement of brand loyalty. Over and above managing the organization’s brand visibility online and creating content that drives brand awareness and audience engagement, the individual who works in this role is expected to be able to consolidate and analyze data as well as present insight from social media performance analytics to help inform actions and decisions that affect the organization’s brand perception.

- **Why is the job important?** Brand stewardship, especially in the digital space, is critical in enabling the organization to attract the talent that we need to run our core programs as well as the support we need to operate excellently. Without a dedicated individual who ensures that Teach for the Philippines’ message cuts through the noise of social media, we will be unable to reach the right audiences for our cause. An excellent Social Media Specialist will actively amplify our online brand presence, inevitably expanding the organization’s reach and our ability to achieve our mission and vision.
- **What position does this job report to?** This role reports directly to the Marketing & Events Director, but to a certain extent will also be required to work cross-functionally inside and outside the organization (specifically for our marketing and events activities that involve numerous functions).
- **What is the span of control of the role?** An Associate in Teach for the Philippines can contribute to the conceptualization and execution of our organization’s activities. The organization’s leadership believes in hiring individuals for specific talents and skill sets; and then with trust and good faith, subsequently allowing those individuals to exercise significant control in their job responsibilities – so long as they achieve pre-agreed upon goals and maintain the shared objectives of the organization, as well as do work that fits within the parameters of both the organization (Core Values and Employee Handbook) and their function’s specific framework.

RESPONSIBILITIES	QUALIFICATIONS
<p>Key Responsibilities</p> <ul style="list-style-type: none"> • <u>Social Media Management</u> <ul style="list-style-type: none"> ○ Manage and monitor all owned / social media accounts of Teach for the Philippines (Facebook, Twitter, Youtube, Instagram, and Wordpress). This includes posting comments and responding to private messages / inquiries sent via the social media account inboxes where necessary. • <u>Content Creation</u> <ul style="list-style-type: none"> ○ Produce a content calendar in line with Teach for the Philippines’ overall marketing strategy and plans, in coordination with members of the Marketing & Events team and other key collaborators within the organization, including, but not limited to members of other function teams ○ Co-create a digital marketing strategy for online campaigns, in coordination with members of the 	<p>Role Requirements</p> <ul style="list-style-type: none"> • Filipino citizenship or an Alien Employment Permit authorizing a foreign national to work in the Philippines. • Bachelor’s degree, preferably in communications, marketing, or information design • Excellent verbal communication and writing skills. • In-depth understanding of different social media channels (Facebook, Instagram, TikTok, YouTube, Twitter, etc.) • Proficient with social media best practices, including SEO, Facebook / Google Ads, and uploading content into a content management system. • Working knowledge of social media analytics and creating actionable insights. • Design knowledge / video production / research experience is a plus, but not required

Marketing & Events, and other key collaborators

- Write, edit and proofread short content, including but not limited to the social media content calendar
- Develop new content types and innovate ways to repurpose existing content for digital platform publication
- Understand and predict social media trends, focusing on education and youth involvement, to generate content.
- Work with external project consultants in the creation and delivery of the content calendar artwork and/or video materials

- Data Analytics and Insighting

- Track social media and website analytics (mainly via Agorapulse and Google Analytics) to analyze performance, and use to present data and insights that can inform marketing and events activities
- Prepare analytical reports and presentations with recommendations to optimize owned media content

- Online Brand Stewardship

- Regularly monitor online mentions of Teach for the Philippines / our programs and pivot content where necessary
- Ensure owned / social media content is consistent with the TFP's Media Policy and the TFP Brand Manual
- Regularly review / revise and/or maintain the TFP Social Media Playbook to ensure relevance with the changing times

Function Responsibilities

- Aid the Marketing & Events team in ensuring excellent stakeholder service and communication
- Support org operations through active participation in planned and ad hoc projects created / assigned to the team which may include, but not limited to providing on-site event management and support
- Ensure excellent and high-quality community engagement during event
- Monitor and evaluate statistics and data arising from each event or project

Competency Requirements

- **Alignment with TFP's vision, mission, and core values**
- **Communication:** Conveys a clear and concise message that drives people to desired actions
- **Customer Orientation:** Understands and effectively meets specific customer (stakeholder) needs; develops and maintains productive relationships with individual stakeholders
- **Quality Orientation:** Pays attention to all details and aspects of the project or process to avoid substandard outputs
- **Planning and Execution:** Effectively identifies objectives and appropriate plan of action to meet function goals; executes approved plan of action and meets expected outputs/outcomes on time
- **Problem-solving and Decision-making:** Anticipates potential problems based on a given situation and proactively develops contingency plans
- **Interpersonal Effectiveness:** Establishes good interpersonal relationships by helping people feel valued, appreciated, and included in discussions
- **Self-management and Professionalism:** Remains professional in different interactions with multiple stakeholders (internal and external); delivers results timely and under minimal supervision; manages multiple projects effectively
- **Resourcefulness and Flexibility:** Identifies alternative ways to achieve objectives especially when faced with challenges; pivots/adjust plans effectively, when needed
- **Openness to learning and pursuit of excellence:** Gives and receives feedback well; uses feedback to improve his/her work

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