

Digital Media Associate [v.2023]

Position Summary:

The main goal of Strategic Communications in Teach for the Philippines is to promote and enhance the organization's reputation, visibility, and impact in the education sector. The team aims to effectively communicate the organization's mission, programs, achievements and overall commitment to education equity, by fostering support and engagement from stakeholders and the broader community.

The Digital Media Associate plays a pivotal role in implementing digital media strategies to enhance the organization's online presence, engage its audiences, and amplify its impact. This role will work closely with other internal teams to ensure alignment with overall communications and marketing objectives, with a strong focus on content creation and storytelling. As such, the individual required for this position should have a strong understanding of digital media platforms, content creation, analytics, and collaboration.

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 Digital Media Associate 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 Strategic Communications Director.

What is the span of control of the role? An Associate in Teach for the Philippines has the ability to 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.

What are the main challenges facing this role?

- **Complex Messaging:** Communicating the organization's multifaceted mission, initiatives, and impact in a clear and concise manner can be challenging. The work of education transformation is rife with complex issues that require effective articulation in order to make it accessible and resonate with various audiences, from potential program participants, to funders, and community stakeholders.
- **Understanding Diverse Contexts:** The Philippines is a diverse nation. Crafting communications that resonate with the diverse communities that TFP works with while maintaining a unified organizational identity requires intelligence, sensitivity and nuance.

- **Navigating Public Opinion:** Education can be a polarizing topic, and public opinion on various educational strategies can vary widely. The specialist must navigate these opinions sensitively while maintaining the organization's core values and objectives.
- **Measuring Impact:** Demonstrating the tangible (and intangible) impact of communication efforts, such as media coverage, campaign efficacy or engagement metrics, can be challenging. The specialist will need to establish correct and relevant key performance indicators (KPIs) and develop methods to assess the effectiveness of projects and initiatives in order to push for continuity or change.
- **Adapting to Technology:** The digital landscape evolves rapidly, with new platforms and technologies shaping communication trends. Staying current and cost-effectively leveraging tools for maximum engagement and impact requires agility, ongoing learning and adaptability.

RESPONSIBILITIES	QUALIFICATIONS
<p><u>Social Media Management & Online Brand Stewardship</u></p> <ul style="list-style-type: none"> ● Manage and monitor all owned / social media accounts of Teach for the Philippines at present (Facebook, Instagram, Twitter, Youtube) as well as any other social media accounts that may emerge in the future (Tiktok). This includes posting comments and responding to private messages / inquiries sent via the social media account inboxes where necessary. ● Create and execute digital media campaigns across various platforms, including but not limited to social media, email marketing, website, and online advertising to grow and engage the social media audience, leveraging social media platforms' features and trends ● 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 	<p><u>Role Requirements</u></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, as well as 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 <p><u>Competency Requirements</u></p>

- Regularly review / revise and/or maintain the TFP Social Media Playbook to ensure relevance with the changing times

Compelling Content Creation & Curation

- Work closely with internal team members to produce compelling content that is aligned with brand and reputation building goals of the organization. This includes but are not limited to the following activities:
 - Co-creating a digital marketing strategy alongside the Strategic Communications team and/or an external agency
 - Actively participating in brainstorming sessions with members of the Strategic Communications team and other key collaborators to generate innovative content ideas and initiatives
 - Coordinating with internal stakeholders to gather content, stories, and updates for digital media campaigns.
 - Produce a content calendar in line with Teach for the Philippines' overall marketing strategy and plans, in coordination with members of the Strategic Communications team and other key collaborators within the organization, including, but not limited to members of other function teams, to aid of monthly content creation efforts or as needed for specific marketing campaigns
 - Providing guidance and support to colleagues in leveraging content and digital platforms effectively for their respective areas.

- **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

- 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 content calendar artwork and/or video materials

Website Management & SEO

- Assist in managing and updating the organization's website, ensuring that content is current, visually appealing, and user-friendly.
- Support the optimization of website content for search engines (SEO) to improve visibility and organic traffic by working with third-party agencies or external consultants, where needed
- Collaborate with internal teams to develop landing pages, campaign microsites, and other web-based initiatives

Data Analytics & Reporting

- 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

feedback well; uses feedback to improve his/her work