

Strategic Communications Associate

Terms of Reference (as of 01 July 2025)

Position Summary: The **Strategic Communications team** at Teach for the Philippines (TFP) is responsible for shaping and delivering the organization’s messaging, ensuring clarity, consistency, and alignment with TFP’s vision of providing inclusive, relevant, and excellent education for all Filipino children. This team plays a critical role in strengthening TFP’s brand identity, engaging stakeholders across sectors, and driving awareness and support for the organization’s initiatives.

To do so, **the Strategic Communications Associate needs to be a savvy communicator who can turn strategy into story.** They are expected to work closely with the CEO and orchestrate projects in collaboration with a team of creative consultants to shape narratives, drive digital strategy, and craft compelling content that resonates with diverse audiences. They will need to be organized, collaborative, and unafraid to roll up their sleeves for shoots, events, or deadlines. An affinity towards being chronically online, while being social media smart with a pulse on what resonates and performs, is a definite advantage.

Why is the job important? This role is critical to TFP’s efforts to strengthen its presence and credibility in the education reform and non-profit landscape. Effective communication is key to mobilizing public and private support, amplifying impact, and fostering meaningful engagement with stakeholders. Without a dedicated Strategic Communications Associate, TFP may face challenges in articulating its vision and ensuring that its messaging is compelling, consistent, and impactful.

What position does this job report to? This role reports directly to the Chief Executive Officer (CEO) and will be required to work cross-functionally with the Development, Programs, and Government Relations teams. They will also be working with an outsourced team of consultants, service providers and project-based hires who are tasked to help execute on the set Communications strategy of the organization. The role may also evolve over time depending on the needs of the organization.

What is the span of control of the role? At Teach for the Philippines, people are hired for their unique strengths and given the appropriate context, are eventually trusted to lead. Associates are expected to think critically and independently, make informed decisions, and take full ownership of their responsibilities including the execution of “complete staff work¹.” While they are expected to work within the goals and structure of their team and the organization, they are also given the freedom to shape how their work is done and are expected to have the ability to communicate proactively.

What are the main challenges facing this role? The principal challenges for this role include:

- **Messaging Alignment:** Ensuring consistency across all communications while tailoring messages for different stakeholders.
- **Brand Positioning:** Strengthening TFP’s reputation and visibility in an increasingly competitive advocacy space.

¹ “Complete staff work” means staff thoroughly research, analyze, and present complete and well-thought-out solutions to problems before bringing them to their supervisors

- **Content Development & Engagement:** Creating engaging and impactful content across various platforms while managing multiple communication priorities.
- **Collaboration Across Functions:** Working closely with multiple teams to ensure that messaging reflects programmatic updates, fundraising priorities, and advocacy goals.

RESPONSIBILITIES	QUALIFICATIONS
<p>Strategic Communications Responsibilities</p> <ul style="list-style-type: none"> ● Work closely with the CEO and external consultants on creating and delivering a strategic communications plan that aligns with TFP’s mission and goals. ● Assist in crafting key messages and narratives that effectively communicate TFP’s impact to different audiences. ● Collaborate with external consultants in orchestrating and overseeing content creation for digital, print, and multimedia platforms, ensuring consistency in messaging and branding. ● Help manage media relations, including drafting press releases, securing media coverage, and cultivating relationships with journalists. ● Work with the Development team to develop donor communications, including proposals, reports, and engagement campaigns. ● Support the Programs team in creating materials that amplify the voices of TFP Fellows, Alumni, and partner communities. ● Co-develop and oversee the delivery of TFP’s digital and social media strategy, tracking engagement and optimizing content for impact. ● Assist in ensuring alignment between internal and external communications, with potential to support Staff in effectively articulating TFP’s vision and initiatives later on ● Monitor and analyze public perception of TFP, providing insights and recommendations to leadership. 	<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 in Communications, Journalism, Marketing, Public Relations, or a related field. ● Any related collegiate / corporate work experience is welcome ● Strong organizational and project management skills ● Ability to work autonomously and manage multiple projects simultaneously <p>Skill Competencies</p> <ul style="list-style-type: none"> ● Fluency in English and Filipino ● Strong writing, editing, and storytelling skills ● Ability to translate complex ideas into clear, engaging narratives ● Experience with and affinity towards social media management and digital marketing; experience with media relations and public affairs is a plus ● Proficiency in Canva, photoshop, graphic design, video editing, and other multimedia tools is a plus ● Strong interpersonal and stakeholder engagement abilities ● Proficiency in Microsoft Office and Google Suite. <p>Character Competencies</p> <ul style="list-style-type: none"> ● Deep commitment to TFP’s mission and core values. ● Professional demeanor with strong communication and presentation skills. ● Adaptable and able to work in a fast-paced environment. ● Detail-oriented and results-driven. ● Collaborative mindset with a strong sense

<ul style="list-style-type: none"> • Help the CEO in preparing for and executing on crisis communications, ensuring timely and appropriate responses to reputational risks. • Organize and lead events, webinars, and other public engagements to enhance TFP's brand visibility. • Maintain a repository of key messaging materials, ensuring teams have access to updated communications assets. <p>Content and Channel Management:</p> <ul style="list-style-type: none"> • Manage social media accounts, including housekeeping and resharing content. • Publish/schedule content and write quick captions for ad hoc content. • Prepare weekly reports and monthly performance reports. <p>Basic Content Creation:</p> <ul style="list-style-type: none"> • Shoot videos at HQ or with Program Participants in their respective school communities • Be trained to prepare video briefs or simple art briefs later on <p>Admin-Related and Logistics Support:</p> <ul style="list-style-type: none"> • Provide support for production and other strategic communications projects. • Assist with special projects like regional shoots. 	<p>of initiative.</p> <ul style="list-style-type: none"> • Proactive problem-solver with a strategic approach
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Expectations: Success at Teach for the Philippines requires a willingness to work beyond the job description laid out above. This means that the Strategic Communications Associate may be called to contribute to cross-functional projects, participate in organizational events, assist in recruitment efforts, and support other initiatives as needed. The Strategic Communications Associate is expected to follow and adhere to all policies and regulations outlined in the Employee Handbook.

Working Conditions: Hybrid set-up with 2-3 times a week in-person reporting. Regular work hours are from 8:00 AM to 5:00 PM from Mondays to Fridays (may include some holidays and weekends) or as agreed with the Direct Supervisor. Adjustments to start and end times are handled on a case-to-case basis.