



## Job Description

# Marketing Manager

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## Summary

We are seeking an experienced versatile Marketing Manager to drive the overall marketing and communication efforts of Teach A Class.

The candidate will be required to develop and execute strategic marketing campaigns, support business objectives, lead teacher acquisition, engage audiences and advance brand building. They will have strong communication skills, an ability to analyze trends, a deep understanding of the wide variety of marketing channels and the capability to lead a team. They will be comfortable with day-to-day marketing activities, as well as long-term strategy, thriving with tight deadlines and changing needs.

A successful candidate must believe in the core values of Teach A Class, be driven by our mission and have a strong focus on storytelling and creating impact.

## About Us

Teach A Class Foundation is a marketplace that connects teachers to innovative solutions. Our vision is to empower teachers to lead themselves and their classrooms in the 21<sup>st</sup> century.

## Key Responsibilities

- ❖ Identify target audiences and develop strategic marketing plans with specific objectives across different channels and segments
- ❖ Conduct research and analyse data to extract key insights for future campaign development and develop recommendations on tactics
- ❖ Lead the execution of marketing programs, leveraging internal support and driving collaboration
- ❖ Oversee social media, public relations efforts, and content marketing.
- ❖ Drive fundraising efforts of Teach A Class, increasing brand awareness and engaging with donors, partners and other key audiences
- ❖ Build strategic relationships and partner with key industry players, agencies and vendors

## Skills

- ❖ Strong project management, multitasking, and decision-making skills
- ❖ Metrics-driven marketing mind with an eye for creativity
- ❖ Working-knowledge of website analytics tools (e.g., Google Analytics)
- ❖ In-depth knowledge of online marketing and social media strategy
- ❖ Open and clear communication style - values teamwork

## Desired Qualifications

- ❖ Marketing/ Communications/ Business or a relevant degree
- ❖ Creative flare, flexibility, ability to multitask and adherence to schedules and deadlines.
- ❖ Excellent English communication skills.
- ❖ Keen interest in social media and knowledge of digital media strategies.
- ❖ Up-to-date with the latest trends and best practices in online marketing and measurement
- ❖ Experience in setting up and optimizing Google Adwords campaigns (Preferred)

## Mindsets

- ❖ Passionate yet empathetic
- ❖ Comfort with ambiguity and highly adaptable
- ❖ Optimistic: Are you are a micro pessimist but a macro optimist?
- ❖ Curious about how things work, eager to experiment and works best with others
- ❖ Can move with urgency and focus: Our teachers trust we will listen to them. There are 8 million teachers in need of the best solutions possible. When we mess up, miss a deadline, or slow down, it matters. We take that responsibility seriously.

## Selection Process

Apply for the position here: <https://teachaclass.typeform.com/to/sgBjmz>. You will be asked to upload your CV and enter some basic details about yourself. Shortlisted candidates will go through two rounds of interviews and a performance task.

If you have any trouble with the form, or further questions about the position, you may email us on [careers@teachaclass.org](mailto:careers@teachaclass.org).

