

EXECUTIVE (MARKETING & COMMS)

ANGLICAN PRESCHOOL SERVICES

EXECUTIVE (MARKETING & COMMUNICATIONS) FOR ANGLICAN PRESCHOOL SERVICES

5 days work week, Hybrid work arrangement

ABOUT APS

Anglican Preschool Services (APS) is a faith-based preschool operator and an entity of the Anglican Diocese of Singapore. We operate 18 preschools including Little Seeds Preschool, St. Hilda's Kindergarten, St. James' Church Kindergarten, St. Paul's Church Kindergarten, and The Ascension Kindergarten.

We seek to bridge the Church and community through high quality, values-based early childhood education. We are dedicated to sowing seeds and transforming lives within our nurturing environment so each child can discover their God-given potential, and are looking for like-minded, passionate individuals who want to join us on this journey.

We are a community of learners and life-givers, and there is a sense of family here at APS. We have a safe space where all staff members can share their hearts openly, and know that they are always being considered. We're looking for people not just here to teach or do a job, but to learn. We desire to grow reflective and thoughtful team members who are stirred by a passion for education.

That's where you come in. If what you've read so far has deeply resonated with you, read on.

We are looking for a dynamic and creative Marketing and Communications Executive to join our team. This individual will play a crucial role in developing and executing marketing and communication strategies that raise awareness, engage stakeholders, and support our mission. The Marketing and Communications Executive will work closely with the leadership team to create and implement effective marketing campaigns, manage our online presence, and communicate our impact to parents, donors, partners, and the public.

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RESPONSIBILITIES

- Co-create & Execute Marketing Strategies
 - Collaborate with the leadership to create comprehensive and effective marketing plans that align with the organization's goals and mission
 - Identify target audiences, defining key messages, and selecting appropriate marketing platforms
- Content Creation
 - Plan & create (including copywriting) compelling, inspiring, and informative content for various marketing materials, including websites, social media, newsletters, blogs, and media (e.g. press) releases
 - Ensure all content reflects our mission, values, and unique selling point (USP)
- Social Media Management
 - Manage and maintain our organisation's social media accounts, including Instagram, Facebook and LinkedIn
 - Develop engaging content, schedule posts, and monitor engagement and metrics to optimize our online presence
 - Work with relevant stakeholders (e.g. agencies) to achieve performance targets
- Public Relations
 - Cultivate relationships with media outlets and journalists to secure media coverage
 - Write and distribute press releases and maintain a media contact list
- Website Management
 - Manage the organisation's website, ensuring it is relevant, up-to-date, user friendly, and visually appealing
 - Periodically update content and monitor website analytics
- Graphic Design & Photography/Videography
 - Plan & create visually appealing graphics, photographs, videos, & materials for marketing campaigns, online platforms, events

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RESPONSIBILITIES (Con't)

- Analytics and Reporting
 - Track and analyse the performance of marketing campaigns and communication efforts.
 - Provide regular reports and insights to inform decision-making
- Event Support
 - Assist in the planning and promotion of events, webinars, workshops, and fundraisers to ensure successful outcomes based on key performance indicators (KPI)
- Collaboration
 - Collaborate with cross-functional teams to ensure alignment between marketing efforts and core business implementation

REQUIREMENTS

- Diploma in Marketing, Communications, or a related field
Fresh graduates are welcome to apply
- Strong writing and communication skills with attention to details
- Excellent interpersonal and communication skills
- Proficiency in social media management and relevant marketing platforms
- Graphic design skills and experience with design software (e.g., Adobe Creative Suite)
- Knowledge of website management and content management systems (e.g. WordPress, Squarespace)
- Skilled in producing and editing photos/videos for content (via Adobe Creative Suite, Final Cut Pro, etc.)
- Experience in marketing and communications, preferably in the non-profit sector or education is a plus
- Fluency in Chinese (written and spoken) is a plus

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You fit the bill if you are ...

- Observant and takes Initiative

You are a keen listener and notice the smallest details. You take the first step to offer assistance.

- Responsible

You are dependable and accountable. You honour the tasks that are given to you.

- Flexible and Adaptable

You are self-motivated and able to work well both independently and in a team

- Innovative

You enjoy experimenting and exploring new ways to introduce new creative ideas.

We would love to have you join our family!

Interested candidates are encouraged to submit a resume, cover letter, and a portfolio showcasing any previous marketing and communications work through the [application form](#).

We encourage applications from individuals of all backgrounds and experiences. Interested candidates who do not meet all the requirements may still apply.

We thank all applicants for their interest in this position; however, only those shortlisted for an interview will be contacted.