

JOB DESCRIPTION

Designation	Outreach Associate (TP Career Kickstarter)
School/Department	Corporate Communications Department
Number of Position	1
Duration	12 months

Key Responsibilities
<p>As an Outreach Associate, you will be working in Temasek Polytechnic's Corporate Communications Department (CCD). You will be responsible for planning and developing effective online and offline activities to engage with prospective students, parents and educators.</p> <ul style="list-style-type: none"> • Collaborate with TP Academic Schools to plan and develop effective online and offline activities to engage with prospective students, parents and educators. • Create marketing, publicity and content materials (EDMs, posters, infographics etc) to generate mindshare and awareness of TP to target audiences • Design outreach kits and trendy collaterals to better engage students, parents and educators at secondary school exhibitions and various engagement activities • Curate developmental programmes to train and equip TP Student Ambassadors for various outreach activities. • Leverage on data to map out priority school lists, understand audience sentiment, needs and requirements (surveys, engagements etc.) • Generate interest and drive sign-ups for outreach activities e.g. learning journeys, school engagements and relevant TP-wide events, courses, workshops and talks to secondary school partners, educators, prospective students and parents • Work closely with Academic schools and departments to curate web content and ensure timely, relevant and accurate updates on TP mainframe. • Manage TP's public communications channels to provide timely and quality responses to various stakeholders.

Prerequisites
<ul style="list-style-type: none"> • Qualification in Communications, Marketing or related disciplines. • Strong understanding of youth trends, engagement and marketing activities • Excellent written and verbal communication skills. • Possess a collaborative attitude, self-motivated, proactive, and able to work well in a team-oriented work environment.