

JOB DESCRIPTION (Career Kickstarter)

Designation	Marketing, Branding & Design Associate
School/Department	Student Development & Alumni Affairs (SDAA)
Number of Position	1
Duration of Role	6 - 9 months

KEY RESPONSIBILITIES

- Design and develop marketing collaterals for TP/SDAA-wide events, including eDMs, social media assets, posters, banners, event T-shirts and other promotional materials for events such as TP Waterfront X-Challenge, TP National Day Celebrations, POL-ITE/IVP Games.
- Support outreach and branding efforts for TP's CCAs across Arts, Sports and Student Leadership by producing creative print and digital marketing materials. Where appropriate, assist in developing simple video assets for social media engagement.
- Develop print and digital branding materials to support campus vibrancy (CV) initiatives and promote TP's vibrant, caring and engaging campus culture to both current and prospective students.
- Assist in creating campaigns and marketing content that drive student engagement and participation in non-academic experiences across campus.
- Collaborate with internal stakeholders, student groups and vendors to ensure timely delivery and consistency of branding materials.
- Support content planning, visual storytelling and branding initiatives across multiple communication platforms.

PREREQUISITES

- Qualification in Marketing, Communications, Design, Media, Visual Communication or related disciplines.
- Proficiency in design tools such as Adobe Creative Suite (e.g. Photoshop, Illustrator, InDesign) or equivalent design platforms.
- Familiarity with social media content creation and digital marketing trends.
- Basic video editing and motion graphics skills will be an advantage.
- Creative mindset with a strong eye for branding, layout and visual storytelling.
- Strong written and verbal communication skills.
- Effective presentation skills.
- Good interpersonal skills with the ability to collaborate across teams.
- Analytical thinking with attention to detail.
- Able to manage multiple priorities and meet deadlines.
- Positive attitude and willingness to learn.
- Able to work independently with minimal supervision when required.