

JOB DESCRIPTION

Designation	Partnership Associate (TP Career Kickstarter)
School/Department	RIE & Partnership Department (RPD)
Number of Position	1
Duration	9 months

Key Responsibilities

The primary role of the Partnership Executive is to develop, produce and curate engaging content for both internal and external stakeholders. This will support RIE & Partnership Development's (RPD) efforts in outreach and developing meaningful engagements with industry and education partners.

- Develop and execute digital marketing strategies to increase engagement and expand TP's online presence by working with the schools to understand key messages and ensure content aligns with partnership goals.
- Monitor content performance and suggest improvements.
- Create engaging multi-media content such as videos, infographics/collaterals and collaborate with schools/centres on thought leadership articles that are suitable for use across various platforms e.g. LinkedIn, TP website and trade events.
- Identify relevant influencers to engage to support in content creation.
- Collaborate with internal stakeholders to generate content.
- Ensure scheduling of content is in line with planned partnership activities.
- Work closely with internal stakeholders, including TP's Corporate Communications Dept to deliver required materials (e.g. collaterals, website content).
- Develop a plan / schedule and content pipeline to improve the relevance of RPD's content and information on TP's public facing website in consultation with CCD.

Prerequisites

- Qualifications in Digital Marketing, Communications & Media or Communication Design
- Strong Communication & Content Creation Skills: Proficient in writing, editing, and curating engaging content for internal and external stakeholders across multiple formats and platforms
- Stakeholder Engagement & Relationship Management: Ability to develop and maintain relationships with industry and education partners, with a focus on curating content that supports meaningful engagement
- Digital Proficiency & Adaptability: Comfortable using digital tools (social media, basic design software e.g. Adobe, Canva etc) and possess the ability to quickly adapt to new tasks and content strategies