

JOB DESCRIPTION

Designation	Creative & Marketing Associate (TP Career Kickstarter)
School/Department	Student Support & Career Services
Number of Position	1
Duration	12 months

Key Responsibilities
<ul style="list-style-type: none"> • Develop and execute dynamic digital marketing campaigns across the department's social media, email, and search engines to tell our brand story. • Create eye-catching content – graphics, ads, videos, blogs, and testimonials – that reflects our values and resonates with our audience. • Manage and optimize social media accounts and content to drive engagement and brand visibility. • Design marketing materials such as posters, flyers, and email templates for promotions and seasonal campaigns. • Support wellness and student engagement programmes by designing publicity materials and sourcing required items (e.g., snacks, stationery, activity materials).

Prerequisites
<ul style="list-style-type: none"> • Qualification in any discipline with knowledge in basic graphic design, branding, Adobe Creative Suite (Photoshop or Illustrator), Canva, and visual storytelling. • Basic data analytics knowledge is advantageous • 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.