

JOB DESCRIPTION (Career Kickstarter)

Designation	Outreach Associate
School/Department	Corporate Communications Department
Number of Position	1
Duration of Role	12 months

KEY RESPONSIBILITIES

- Collaborate with TP Academic Schools to plan and deliver impactful online and offline engagement activities for prospective students, parents, educators, and community partners.
- Develop compelling marketing, publicity, and content materials (e.g. EDMs, posters, infographics) to build awareness and mindshare of TP among target audiences.
- Design outreach kits and contemporary collaterals to enhance engagement with students, parents, and educators at secondary school exhibitions and community events.
- Analyse data to identify priority schools and derive insights into audience sentiment, needs, and preferences through surveys and engagement activities.
- Drive interest and participation in outreach initiatives such as learning journeys, school engagements, and TP-wide events, courses, workshops, and talks.
- Coordinate with Academic Schools and departments to curate web content and ensure timely, relevant, and accurate updates on TP's mainframe.
- Manage TP's public communication channels to deliver timely, accurate, and high-quality responses to stakeholders.

PREREQUISITES

- Qualification in Communications, Marketing or related disciplines.
- Strong understanding of youth trends, engagement and marketing activities.
- Possess a collaborative attitude, self-motivated, pro-active and able to work well in a team.
- 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.