

COMMUNICATIONS & SOCIAL MEDIA EXECUTIVE

At Kitesong Global, we're here to see people's dreams set free.

If you, like us, have a longing to impact the world, and want to be a part of a faithful family committed to our vision, we'd love for you to join us!

JOB DESCRIPTION

Kitesong Global is looking for a Communications & Social Media Executive to lead its communication efforts by refining its communication strategies across various communication platforms.

Our team is looking for a strategic lead to build a communications team with the goal of refining how we communicate what we do and increase awareness of our programmes and our impact on the community.

Our vision is to see a nation of emotionally-resilient, socially-conscious, globally-minded youth. Join us to help spread our mission of inspiring and impacting youth to be leaders of resilience and compassion to create a better Singapore and beyond.

If you have experience in communications, digital marketing and/or social media, and love telling compelling, personal stories which inspire people to overcome their fears and pursue their dreams, with great experience in copywriting, we'd love to invite you to apply.

You will report directly to the CEO and Administrative Executive.

IN THIS ROLE, YOU WILL:

- Define and implement our communication strategy across various digital platforms
- Strategise and produce creative content for our website and social media platforms
- Communicate compelling stories from Kitesong Global's volunteers, partners and communities, and envision how content will be presented or distributed in formats beyond text-based articles
- Produce the bi-annual newsletter to update donors of our activities and events in the past year
- Formalizing editorial writing guidelines and brand tone of voice
- Ensure that every copy (hardcopy collaterals, digital content, newsletter etc.) produced by Kitesong Global is consistent in tone and represents the voice of Kitesong Global accurately
- Create marketing content as needed
- Conceptualized copy for Landing pages, Newsletter and Social Media



- Perform thorough market & competitor research on the social media trends and ideas to curate a content calendar for us to share as a organization
- Train and lead other copywriting volunteers to tell compelling stories
- Optional but not required: To write SEO optimized content for Title Tags, Meta Descriptions and Heading Tags and website content

WE ARE LOOKING FOR PEOPLE WITH:

- Experience in content creation (writing) preferably for non-profit organizations
- Marketing or communications background preferred
- Ability to write in different tones
- Excellent communication skills, both written & verbal
- Meticulous, able to multi-task and deliver within the agreed upon timelines
- Able to work well under pressure with minimal supervision and problem solver with excellent organizational skills
- Team player with positive learning attitude

TIME COMMITMENT:

- Min 1 year commitment. Min 20 hours a week.
- Part-time with the option to convert to a full-time position. Hours open to discussion.
- Interested candidates may send your resume to hello@kitesong.com

WHAT YOU'LL GET:

- Annual leave and dental/medical benefits
- Flexi-work hours and hybrid work arrangement
- Regular 1-on-1 check-ins with our CEO to understand about your work and discuss how best to create a culture and environment that would be an excellent fit for you and future employees
- Opportunity and flexibility to grow, dream and innovate the work at Kitesong Global (Singapore)

You might be someone exploring a job switch, or a stay-at-home parent who's been out of the work force for a while. Whatever the case, don't let any confidence gap hold you back. If you're interested in growing into this role, please don't hesitate to take the step of faith to apply. We don't want to miss meeting an incredible candidate. We'd love to hear from you!