



COMMUNICATIONS & MARKETING LEAD

About Playeum Ltd

Founded in 2009, Playeum is an independent charity that champions the recognition of children's voices and the development of 21st-century skills within them. We work with all children, including children from marginalised backgrounds and children with special needs.

At Playeum, we put the child at the center of our work and believe that all adults have a vital role to play in children's lives. Using play as a tool, we create equal opportunities that let children be seen and heard, express creatively and celebrate individuality. Our programmes are designed with the intention of providing safe physical and psychological spaces for children to thrive in being the best version of themselves now and in their future.

With a myriad of pop-up, child-centric public events history, partnering with the likes of National Library, Science Centre and ECDA to name a few and multiple international awards together with educational experience running 6 themed exhibitions in Singapore's first Children's Centre for Creativity from 2015 to 2020, Playeum creates social impact through its outreach, educators training, online engagement and space design. We work closely with community partners, schools and social service organisations to engage adults and children in Singapore; ensuring that all children, regardless of their backgrounds and abilities, have the space and time to play creatively alongside everyone else.

Visit www.playeum.com for more information about us.



DUTIES AND RESPONSIBILITIES

Reporting to the Executive Director of Playeum, the Communications & Marketing Lead is tasked with effectively communicating Playeum's work as a charity organisation that champions children's voices & agency through play and the arts. The post is also responsible for aspects of fundraising, partnership management and programme support.

Story telling is important and vital to communicate our mission and work.

Summary of MAIN responsibilities

The Communications & Marketing Lead will be responsible for the following significant areas:

1) Communications & Marketing

- Strategy: including contributing top-level ideas to the strategic development Playeum's communications & marketing, and formulating the action plans for both areas;
- Storytelling: including writing & editing for social media content, programmes/campaigns, thought-pieces, and decks/collaterals;
- Digital Media management: including website content and management, social media content and management, ad planning & creation;
- Marketing: including the areas of listings, newsletters, eDMs, programme promotion and partnership management;
- Public Relations: including listings, media relations, and coordination with PR vendors as required;
- General Enquiries: including responding to enquiries, and coordinating with respective team members for various responses;
- Design: including basic design work for collaterals, decks & social media graphics

2) Event/Programme Support

- Project Management / Supporting the team in managing, planning and coordinating aspects for programmes; including administration, logistics or facilitation

3) Fundraising

- Supporting the Executive Director in Playeum's fundraising strategy
- Organising & coordinating fundraising projects/events

As Playeum is a small team, the Communications & Marketing Lead will also work closely with the entire team to deliver a seamless experience to children and the community, acting as a Playmaker when required.



Responsibilities (Breakdown)

Communications & Marketing: Strategy

- Contribute to Playeum's communications and marketing strategy
- Lead on the development and implementation of action plans for strategies
- Ensure effective communication of Playeum's advocacy work as a charity to stakeholders; influencing positive public perception

Communications & Marketing: Storytelling & Editing

- Produce, delegate & review effective & cohesive stories across all projects, overseeing its accuracy presentation in line with Playeum mission & tonality
 - Includes writing/editing for campaigns, social media, annual reports, presentation decks, collaterals, thought-pieces, enquiries etc. (non-exhaustive list)
- Assist team members in editing/writing of proposals for various programmes

Communications & Marketing: Digital Media Management

- Ensuring website content is accurate, well-written and up-to-date, including the presentation of all written content, images, videos and other media as appropriate
- Planning and managing Playeum's social media accounts - Facebook, Instagram & LinkedIn:
 - Includes generating campaign ideas, creating content in various formats, creating ads for social media
- Review and track Playeum's google analytics & SEO data

Communications & Marketing: Marketing

- Promote Playeum's public & school programmes/events through various means; eDM creation, listings, ads etcetera
- Distributing relevant information to marketing platforms/partners when required
- Create/work with creators to relevant content required for marketing - graphics, videos etc.
- Manage & organise stakeholder databases

Communications & Marketing: Public Relations

- Manage all media enquiries & relations with media partners when required
- Draft & prepare press kits and media answers when required

Communications & Marketing: General Enquiries

- Manage and respond to all enquiries sent to Playeum via email & social media; coordinating with respective team members on responses when required



Communications & Marketing: **Design**

- Create and design various collaterals for Playeum's work; including decks & social media graphics
- Ensure brand consistency visually across all graphics designed

Event/Programme **Support**

- Lead & organise any events related to marketing/communications
- Support the team in preparing for programmes with the community where required; including administration, logistics or facilitation

Fundraising

- Contribute and provide support to Playeum's fundraising strategy
- Execute & organise fundraising projects/events
- Coordinate & manage communications with donors
- Manage donor database

Other areas of support will include supporting areas such as:

- Research
- Play Facilitation
- New Programme Development

Other duties as required. This is not an exhaustive list of activities.



Candidate Requirements

Technical Competencies:

- Strong verbal and written communication skills
- Skilled at writing, storytelling & editing; with ability to adapt tone according to various stakeholders
- Keen eye for design & detail, with basic design sense
- Experience in creating & editing videos
- Experience in using Mailchimp & Canva
- Experience with social media management and social analytical tools will be an advantage
- Experience with SEO tools will be a bonus!

Core Competencies:

- Proficiency in Microsoft Office (Word, Excel, Powerpoint)
- High level of initiative and all about team-playing!
- Ability to multi-task and wear different hats
- Passionate about creating social impact and supporting the community

Preferred achievements / characteristics:

- **Diploma or Degree** holder in Marketing/Mass Communications or other related fields preferred
- Min 2 years of work experience preferred
- Experience working with children in a professional or personal capacity would be an added bonus

Remuneration range : 2.3 - 2.6k

ALL interested parties are to email a copy of their cover letter and CVs to the Director of Operations via imran@playeum.com.

Only shortlisted candidates will be notified to schedule for interview. We thank you all applicants in advance.