

## MARKETING INTERN (3 MONTHS-1 YEAR)

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 Marketing Intern to lead its communication efforts by refining its communication strategies across various communication platforms.

Our team is looking for an intern to refine 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.

### IN THIS ROLE, YOU WILL:

- Define and implement our communication strategy across various digital 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
- Drive our content marketing strategy to increase engagements via website, social media and newsletter
- Produce the bi-annual newsletter to update donors of our activities and events in the past year
- Formalize 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
- Strategise and curate content for Kitesong Global's social media accounts to optimize outreach and engagement
- Manage administrative tasks for Kitedreams' YouTube account (liaise with freelancers for edits, upload video according to schedule etc.)

- Assist with performance report and analysis on key metrics
- Any other work required in our day to day operations

## WE ARE LOOKING FOR PEOPLE WITH:

- Experience in content creation, preferably for non-profit organizations
- Marketing or communications background preferred
- Excellent communication skills, both written and verbal
- Meticulous, able to multi-task and deliver within the agreed upon timelines
- Able to work well in a fast-paced environment under pressure with minimal supervision and problem solver with excellent organizational skills
- Team player with positive learning attitude
- A love for creativity and all things related to social media! Passionate and up to date on digital trends
- Proficiency with Canva and video editing via apps. Proficiency in Adobe Photoshop, Illustrator, Adobe Premier Pro/Final Cut Pro is a bonus
- Proactive, hands-on and able to manage projects from conceptualisation to final execution within agreed upon timelines
- Problem solver with excellent organizational skills
- Team player with positive learning attitude

## TIME COMMITMENT:

- Minimum 3 months commitment. A longer commitment of up to 1 year is preferred.
- Working hours: Mon-Fri 9am-6pm. Hybrid work arrangement.
- Interested candidates may send your resume, portfolio of past projects and expected remuneration to [hello@kitesong.com](mailto:hello@kitesong.com)

## WHAT YOU'LL GET:

- The opportunity to be mentored by our CEO
- The opportunity and flexibility to grow, dream and innovate the work at Kitedreams and Kitesong Global
- A chance to be part of a faith-filled, faithful community whose passion is to inspire others to dream bravely and live boldly

We welcome all to apply. Don't let any confidence gap hold you back. If you're interested in growing into this role, please don't hesitate to apply. We don't want to miss meeting an incredible candidate potential. We'd love to hear from you!