

DYSLEXIA ASSOCIATION OF SINGAPORE

ORGANISATION PROFILE

Join a rapidly growing organisation that has over 300 full-time and flexi-scheme employees, operates from 12 centres and 6 other on-site locations in Singapore!

The Dyslexia Association of Singapore (DAS) provides a continuum of services for children with dyslexia, their parents, mainstream teachers, and other professionals in the field of dyslexia in Singapore.

JOB DESCRIPTION

Position	Publicity and Publications Officer
Division/Branch	DAS Corporate Services/ Publicity and Publications

RESPONSIBILITIES

Responsibilities

Under the direction of the Manager of Publicity and Publications, the Publicity and Publications Officer is responsible for:

- Developing, establishing, and maintaining marketing strategies to promote the mission and vision, services and products of DAS and its subsidiaries. (DAS Family)
- Maintaining professional internal and external relationships that meet company core values and proactively establish and maintain effective working team relationships within the DAS Family.

Duties

Duties include but are not limited to:

Publicity

- Conceptualise, design, and create marketing materials both digitally and in print
- Develop and maintain websites, social media, and other online activities
- Build and maintain an effective database for email Direct Marketing (EDM) campaigns
- Assist with the planning, coordination, and execution of DAS Family events
- Track and analyse "Return of Investment" (ROI) on publicity initiatives
- Create original video content for the promotion of DAS activities and services, with the ability to perform simple video editing

Publications

- Write, edit, and proofread original content for DAS Publications
- Prepare, design, and create resources for printing (e.g., DAS Learning Resources, Brochures)
- Create, design, and develop items for events (e.g., banners, posters, gifts etc.)

Digital Marketing and Social Media:

- Lead and manage social media campaigns across various platforms, ensuring alignment with overall marketing goals.
- Develop, implement, and optimise digital marketing strategies, including SEO, SEM, content marketing, and email marketing.
- Analyse and report on digital marketing performance using analytics tools, providing insights and recommendations to improve ROI and engagement.

- Monitor and manage website content to ensure it is optimised for search engines and provides a user-friendly experience.
- Create and manage content calendars for digital platforms, ensuring consistent and engaging messaging.

Administration

- Manage documentation related to Publicity and Publications activities
- Obtain competitive quotes for the purchase of items or services for DAS Family
- Update all work activities quarterly for the DAS Management Report.
- Maintain work request system and produce statistics and analytics

COMPETENCIES

Personal Competencies:

- Interpersonal skills
- Attention to detail
- Strong communication and writing skills
- Creativity and innovation
- Accountability
- Ability to work well in a team
- Multi-task for multiple customers

Technical Competencies:

- Microsoft Office Professional
- Adobe Creative Suite
Photoshop/Illustrator/Premiere PRO
- Wordpress web content management
- Email Marketing
- Analytics tools (Google analytics, Meta Business Suite)

REQUIREMENTS

Education:

- Degree (desirable in marketing, mass communications, media or design)
- Diploma (desirable in design/ visual communication/ media)

Experience:

- Candidates with direct relevant experience are welcomed to apply

Other Skills & Knowledge:

- Ability to multi-task and adapt to changing work environment
- Ability to work with tight deadlines
- Organised, hardworking, committed and a team player

SALARY AND BENEFITS

Starting salary will be commensurate with qualifications and experience.

After probation, the successful candidate will receive leave benefits, dental and other benefits. Staff will be entitled to medical benefits while on probation. The DAS also awards training incentives to deserving staff.

APPLICATION DETAILS

All interested applicants are to submit the following as part of their application

1. **DAS Employment Application Form**, duly completed
(This form can be downloaded from the Careers page on our website <https://das.org.sg/careers-at-das/positions-available/>)

2. Resume

(Applications without a resume may not be considered)

Additionally, Candidates should:

3. Provide relevant portfolios of previous design/creative work
4. Be aware, if shortlisted for interview, they will be expected to complete a small project that would be representative of the work they would be undertaking in this position.

Email the above submissions to jobs@das.org.sg

Only complete applications (with the above 2 items) will be considered.

Due to the high volume of applications we receive, only shortlisted candidates will be contacted for further steps in the selection process. If you do not hear from us within 2 weeks from application closing date, it means that we have decided to move forward with other candidates whose qualifications more closely match our needs at this time.