

MARKETING MANAGER



About us

Teach for Romania is a non-governmental organization, that envisions life opportunities through excellent education for every child in Romania, irrespective of his or her social and economic background.

Our mission is to recruit, train and support the most ambitious young people in Romania to become inspiring teachers and transformational leaders of the educational system.

Our organization adopts a proven international model developed successfully across 36 countries for more than 20 years. For more information, visit: <http://teachforromania.org/> and <http://teachforall.org/en>.

Your role

For our organization to have the impact it aims to, your activity as Marketing Expert will have a direct contribution to positioning and selling the organization's brand and increase its visibility.

For this, you will work closely with our Marketing Director to create/design our Social Media strategy and execute both this and our PR & Marketing strategy.

You will have free reign and ownership over your activity with guaranteed space to innovate and leave your mark on your projects.

This is a full time, paid position in Bucharest.

Your responsibilities

- Executing the PR & Marketing strategy on all media channels;
- Creating and executing the organization's online strategy, with a focus on Social Media channels (including but not limited to content generation and management on social media accounts, the organization's website, as well as SEO optimization);
- Cultivating relationships with mass media and specific stakeholders, both external and part of the TfR network, to ensure the most effective positioning of the organization (including, but not limited to planning publicity strategies and campaigns, writing and producing presentations and press releases, dealing with enquiries from the public, the press, and related organizations, speaking publicly at interviews, press conferences and presentations);
- Organizing various types of events in order to build, enhance and support the organization reputation;
- Keeping track of all data, monitoring progress to serve in advising about new trends, analyzing role activity and adjust strategy accordingly;

If you...

- Understand our organization's vision and are strongly motivated to achieve it;
- Are aligned with our organization's values;
- Have previous experience in creating and executing social media strategies (especially in handling communities and content creating);
- Have previously coordinated and implemented PR & Marketing strategies;
- Are a fast worker, connected to digital trends;
- Have management, marketing, communication and copywriting know-how;
- Have basic art skills and know-how of graphic design programs;
- Have excellent written and spoken communication abilities;
- Are comfortable with working with minimum instructions and having full ownership and autonomy;

**Submit your CV and motivation letter in English until
December 16 to teodora.ioan@teachforromania.ro!**