



MARKETING SPECIALIST



Teach
FOR ROMANIA

www.teachforromania.ro



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 young professionals who take ownership for transforming the society, through a leadership development program in education.

The staff of Teach for Romania is comprised of high potential professionals, who work relentlessly to transform the society by being an active part of a movement in education.

For more information, visit: www.teachforromania.org





Your Role

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

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

This is a **full time** position, in **Bucharest**.





Responsibilities

- **Strategy development:** Develop the marketing & PR strategy for the recruitment and fundraising campaigns;
- **Creative concept:** Create the campaign concept, based on the strategy;
- **Manage the relationship with agencies:** Provide briefs and manage the relationship with the agencies that provide services of: design, adwords, facebook ads, media relations, SEO, marketing materials creation;
- **Communication guidelines:** Establish the communication guidelines and facilitate their implementation by all the members of the organization;
- **Content management:** Manage the content to be published on the website & other channels;
- **Events research:** find events to which Teach for Romania can participate as a speaker and manage the application process;
- **Reports:** Create reports related to media, social media and other initiative's efficiency;
- **Social media:** Manage the volunteers charged with the regular facebook postings;
- **Content gathering:** Manage the volunteers/take charge of the process of collecting stories from our teachers.



Profile

We are looking for **someone with:**

- Account management skills;
- Stakeholder management skills;
- Marketing strategy skills;
- Experience with creative concepts;
- Experience with managing content;
- Social media skills;
- Reporting skills;
- Research skills;
- Interpersonal skills;
- Presentation skills;
- Interest for the domain of education.



Profile

Who **knows**:

- How to build marketing briefs;
- How to use Microsoft Office;
- English, at an advanced level.

It **would be a plus** if you also have:

- Experience with media relations;
- SEO knowledge;
- Design skills;
- Knowledge of the Educational field.

Experience required for this role::

- Work Experience in Marketing – minim 2 years.



Benefits

- A chance to do **high-significance work** in education (more access to excellent education for all children);
- The opportunity to **build up your skills** and develop yourself personally and professionally;
- Access to **training and learning opportunities** inside the organization and from our learning partners;
- An **excellent working environment** in a value-based organizational culture;
- Access to a **global community of experienced and talented specialists** and first-hand innovative approaches and models from the Teach for All network.



Application details

This is a **full time position**, based in **Bucharest**.

The selection process will consist in:

- Screening, according to the application form;
- Online test;
- Interview with the HR department;
- Final interview with the CEO.

You can apply by following the link [here](#).

We will review the applications on an as we go basis.