



Yayasan Tunku Abdul Rahman

Vacancy: Marketing and Partnerships Intern

About Yayasan Tunku Abdul Rahman (YTAR)

Yayasan Tunku Abdul Rahman (YTAR) is a statutory body established in 1966 by the Tunku Abdul Rahman Foundation Act. The Foundation is committed to building a thriving, equitable, and inclusive society where all Malaysians are able to achieve their full potential and that of the nation.

The Foundation focuses on empowering young Malaysians between the ages of 16 to 25, particularly those from underserved communities, through its Closing The Gap (CTG) programme, the Tunku Abdul Rahman Scholarship (BTAR), and the Future**Ready** programme. For more information visit, www.yayasantar.org.my.

Position Overview

YTAR is seeking a mission-driven Marketing & Partnerships Intern who is proactive, creative and able to support the planning and execution of YTAR's marketing and fundraising efforts.

Our marketing efforts comprise social media management, creation and management of all marketing materials for our flagship programmes, which are the Closing The Gap (CTG) university access programme for secondary school students and the Tunku Abdul Rahman scholarship (BTAR), our scholarship programme for university students.

Details

Role: Marketing and Partnerships Intern

Start Date: January 2025

Employment Type: Full Time

Duration: 3 months, with the option to extend

Starting salary: RM1,000 - RM2,000 (dependent on experience) per month

Office location: Bangsar, Kuala Lumpur (Flexible work arrangements may be considered)

Key Priorities and Responsibilities for the Role

- Creating engaging content to promote our programmes and highlight our commitment to fairer higher education access.
- Copywriting in both English and Bahasa Melayu for social media, marketing campaigns, and partnership materials.
- Supporting the planning, organisation, and execution of YTAR's 59th Anniversary event.
- Assisting in partnership efforts by preparing reports, coordinating engagements, and supporting communications with sponsors and partners.

Skills and Competencies

Commitment to our organisational values

- Deep commitment to and belief in YTAR's vision and values
- Humility, compassion, and aptitude for learning
- Strong ownership and independence of work
- High standards of excellence
- Problem-solving skills

Other Requirements:

- Proficient written and oral communication skills in English and Bahasa Malaysia
- Aptitude and skills for social media marketing, along with proficiency with various social media platforms and marketing software such as Canva and Wix.
- Additional asset: proficiency in graphic design, photography, videography, and video editing
- Willingness to travel within Malaysia
- Willingness to work on weekends and nights when required (replacement leave provided)

Application (Deadline: 18th December 2024):

Please submit your application to maisarah.mahmud@yayasantar.org.my. Your application should include the following:

1. Submit your updated CV (with 2 referees listed).
2. In not more than 250 words, tell us why you want to apply for this role.
3. Submit your portfolio/sample work.

Shortlisted applicants will be contacted for an interview.