



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 the full potential of themselves and 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 FutureReady programme. Read more about our programmes in the Appendix section.

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 of 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: Immediate

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: Kuala Lumpur, Malaysia (Flexible work arrangements may be considered)

Key Priorities and Responsibilities for the Role

The role's key responsibilities are stated below:

- Support the planning and execution of YTAR's marketing efforts, inclusive of preparing posters, pictures, videos, flyers, magazines, reports and other forms of media
- Supporting with the management and content creation for all YTAR social media and advertising platforms
- Interviewing BTAR/CTG Scholars individually for marketing purposes
- Support the execution of communication strategies with BTAR/CTG students, Mentors and the broader YTAR Community, including alumni of our programmes
- Support with YTAR's fundraising and partnership efforts

Skills and Competencies

Commitment to our organizational 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. Proficiency in Bahasa Malaysia preferred
- Skill with software and applications used in marketing, such as Adobe Premiere Pro, Adobe Lightroom or Adobe Photoshop
- Aptitude and skills for communications work (social media, website management, writing and proofreading, and creating multimedia content)
- Willingness to travel within Malaysia (in line with government travel regulations) ● Willingness to work on weekends and nights when required (replacement leave provided)

Application (Deadline: Applications are done on a rolling basis and hiring is throughout the year)

1. Submit your updated CV (with 2 referees listed) to maisarah.mahmud@yayasantar.org.my and raenuga@yayasantar.org.my
2. In not more than 250 words, tell us why you want to apply for this role?
3. Submit portfolio/sample work

Shortlisted applicants will be contacted for an interview.

Appendix

The CTG Programme (Form 4 to pre-university youths)

CTG was an independent initiative brought in and supported under YTAR since 2019 to help bright, under-represented students navigate the complexities of the post-SPM landscape and help them get into universities. The 2-3 year mentoring and development programme supports high-potential, under-represented students with the knowledge, skills and mindset to enter universities and achieve their fullest potential. Since 2017, CTG has supported 550 Scholars to unlock close to RM21 million in scholarships and pursue universities in Stanford University, University Malaya, Sunway University etc. Find out more about Closing The Gap [here](#).

The BTAR Scholarship (University Youths)

Through the Tunku Abdul Rahman Scholarship (BTAR), YTAR identifies and develops high-potential, deserving students who embody Tunku's values to become young leaders working towards a modern, just, and compassionate Malaysia. This scholarship is open to all Malaysians who are planning to pursue their undergraduate studies in a local private or public university, in various disciplines. A Tunku Scholar demonstrates a high level of grit, a record of overcoming challenges, strong leadership potential and a drive to contribute to Malaysia. We also prioritise applicants from challenging or low-income backgrounds.

As the scholarship emphasises holistic excellence, our Tunku Scholars, as we would call our scholarship recipients, will undergo a 2-year leadership development programme as part of their scholarship experience. The leadership development programme includes mentoring by the Alumni community, developmental opportunities such as workshops and camps as well as an opportunity to lead a community project. The leadership development aspect of the programme will equip the Tunku Scholars with the skills, mindsets, and values to emerge as nation-builders. Find out more about BTAR [here](#).

FutureReady (Post-Graduation)

FutureReady is a programme run in collaboration with Accenture Malaysia that aims to help B40 youth thrive in today's competitive graduate job market. The programme is focused on improving employability among high-need youth and upskilling students for a career in the professional services industry through building strong technical skill sets and sustainable mindsets. Since 2021, FutureReady has supported 137 university students and graduates on their upskilling journey. Find out more about FutureReady [here](#).