



We are recruiting!
**International
Marketing Executive**



Calls Over Ridges

Reach the world, light the world !

Application closing date: December 23, 2022
The reviewing process will take place on a rolling basis

What is the objective of Calls Over Ridges's International marketing?

As Calls Over Ridges expands educational services, we seek access to recruit local talents, connect educational partners, and attract potential donors in Malaysia, Nepal, Taiwan, and the Philippines. We believe excellent branding and marketing is the key to inspiring more to join our educational movement.

This opportunity comes with

- Competitive salary
- Exposure to cross border operation
- Opportunity to travel abroad (Taiwan, Nepal, the Philippines)
- One year contract, with the opportunity to extent as the **International Marketing Director**

Location

- Remote work mainly. In-house working at Kota Kinabalu office or Taipei headquarter during the required period
- Possibility to travel to Nepal, the Philippines, and Taiwan

Salary : 3,500 ~ 4,500 MYR

We will be happy to disclose other applicable benefits to applicants as part of this process. Please note that this will vary according to the capacity of the appointed candidate.

Key areas of accountability

International marketing executive is part of the Calls Over Ridges (COR) headquarter brand department, with the objective to engage talents, NGO partners, and donors throughout Asia. Key responsibilities includes:

International website management

- Expand COR's official website to meet stakeholders requirement
- Continually updating content and maintain website quality
- SEO development to increase exposure

Social media management

- Owning the social media roadmap and maintaining a regular social media calendar, including Facebook and LinkedIn
- Set up multiple social media platform for cross border marketing
- Update and maintain content quality
- Reach target audience and increase online exposure

Content writing

- Collect facts and stories from the field to generate social media posts, essays, reports
- Transform and localize contents from international teams

Internal training

- Provide marketing guidance to COR local teams in the startup stage

Reports to

Co-Founder & CEO of Calls Over Ridges, work with Calls Over Ridges Brand Team

Expected deliverable within the first 6 month

- Expand and utilize COR's international website
- Set up international social media platforms along with long term management strategies. Post on a regular basis
- Create efficient online co-work patterns to collect contents from cross border local teams

Qualifications and experience

Essential

- Bachelor's Degree
- Excellent English writing skill
- Strong command of spoken English
- Able to read in Mandarin
- At least 2 years of work experience in branding or marketing, producing and maintaining social media channels for a large audience
- A portfolio of a marketing case that targets an audience from multi-nationality, in which you were deeply involved
- A portfolio of social media work that you are proud of because it is engaging, audience-focused, and thoughtfully made ideas that you generated and had a significant role in executing
- A willingness to throw yourself deep into the role; not just strategy/channel management, but a love for creating content and coming up with ideas
- Interest in audience insights and passion for keeping the audience at the core of your decision making
- Ability to juggle multiple tasks and adapt quickly to new situations

Desirable

- Experience with child rights campaigns
- Experience as a Start-up team member
- Experience or knowledge of working and living in relevant regions/contexts
- Experience with SEO planning and execution
- Experience with social media posts design (AI, PS, Canva preferred)
- Experience with Ad management (Meta Ad Platform, Google Ads)
- Experience with talent recruitment on LinkedIn

Application information

1 First stage: CV application

- Please email hr@callsoverridges.org for the application
- Please apply using a cover letter and an up-to-date CV as a single document within three pages
- Please also include details of your current remuneration and salary expectations in the email

2 Second stage: Submission of assignments

- We typically only contact candidates moving forward in the Assignment Process
- Please follow the instructions and deadlines to complete the assignments

3 Third Stage: Interview

- We typically only contact candidates moving forward in the Interview Process
- You will be invited to a series of subsequent interviews with the hiring manager and CEO

4 Fourth stage: Reference check

- To check the reference about the experience with related parties

Application closing date: 23th December, 2022

Please note that the reviewing process will take place on a rolling basis and we reserve the right to close this advert once sufficient applications are received.

Acceptable onboard date

Preferable: The first week of February, 2023

Latest: The end of February, 2023

About Calls Over Ridges

Calls Over Ridges is a child-centric education organization composed of young educational leaders throughout Asia. We are committed to creating long-lasting educational opportunities to impact the lives of underprivileged children. As an international organization based in Taiwan since 2015, we initiated our programs in Nepal which were then developed into 2 systems within the last 7 years.

- **The education system for underprivileged children**

We have transformed 15 schools' environments by developing a comprehensive regional educational system, which includes 4 aspects and 9 programs. We now serve 6000 underprivileged children in Nepal, including 2 rural regions.

- **Incubation system for young professionals**

We seek to develop and foster local education with an "exit" plan in mind. Calls Over Ridges has provided project management incubation and financial support to young professionals from 5 countries. As a result, educational operations in Nepal have been independently run by local young leaders who founded their own NGO in 2018.

Starting in 2022, we are expanding our work toward the Philippines and Malaysia. We hope to kick start new chapters by recruiting young people passionate about making an educational impact.

If you want to take actions that leave your country better than you found, why not make that day today?

• Visit our website for more information: <https://international.callsoverridges.org>