

## DYSLEXIA ASSOCIATION OF SINGAPORE

### ORGANISATION PROFILE

Join a rapidly growing organisation that has over 250 full-time employees and operates from 14 centres and other locations in Singapore!

The Dyslexia Association of Singapore (DAS) provides a continuum of services for children with dyslexia, their parents, mainstream teachers, and other professionals in the field of dyslexia in Singapore.

### JOB DESCRIPTION

Position	Publicity and Publications Officer
Division/Branch	DAS Corporate Services/ Publicity and Publications

### RESPONSIBILITIES

#### Responsibilities

Under the direction of the Assistant Director of Publicity and Publications, the Publicity and Publications Officer is responsible for:

- Developing, establishing, and maintaining marketing strategies to promote the mission and vision, services and products of DAS and its subsidiaries (DAS Family).
- Maintaining professional internal and external relationships that meet company core values and proactively establish and maintain effective working team relationships within the DAS Family.

#### Duties

Duties include but are not limited to:

#### 1. Publicity

- Conceptualise, design, and create marketing materials both digitally and in print
- Develop and maintain websites, social media, and all other internet activities
- Develop and maintain an effective database of contacts for email Direct Marketing (EDM)
- Liaise with Public Relations (PR) partners and support PR activities and initiatives
- Assist with the planning, coordination, and execution of DAS Family events
- Create original video content for the promotion of DAS activities and services
- Identify and monitor "Return of Investment" (ROI) on publicity initiatives

#### 2. Publications

- Write original content, edit, and proofread articles for DAS Publications
- Prepare, design, and create resources for printing (e.g. DAS Learning Resources)
- Create, design, and develop items for events (e.g. banners, posters, gifts etc.)

#### 3. Administration

- Manage documentation related to Publicity and Publications activities
- Ensure timely payment of invoices and accounts
- Obtain competitive quotes for the purchase of items or services for DAS Family
- Update all work activities quarterly for the DAS Management Report
- Maintain work request system and produce statistics and analytics

## COMPETENCIES

### Personal Competencies:

- Interpersonal skills
- Communication skills
- Accountability
- Ability to work well in a team
- Multi-task for multiple customers

### Technical Competencies:

- Microsoft Office Professional
- Adobe Creative Suite  
Photoshop/Illustrator/Premiere PRO
- Web content management
- EDM

## REQUIREMENTS

### Education:

- Degree (desirable in marketing, mass communications, media or design), OR
- Diploma (desirable in design, visual communication or media)

### Experience:

- Candidates with direct relevant experience are welcomed to apply

### Other Skills & Knowledge:

- Ability to multi-task and adapt to changing work environment
- Ability to work with tight deadlines
- Organised, hardworking, and committed

## SALARY AND BENEFITS

Starting salary will be commensurate with qualifications and experience.

After probation, the successful candidate will receive leave benefits, dental and other benefits. Staff will be entitled to medical benefits while on probation. The DAS also awards training incentives to deserving staff.

## APPLICATION DETAILS

All interested applicants are to submit the following as part of their application:

1. **DAS Employment Application Form**, duly completed  
(This form can be downloaded from the Careers page on our website)  
<https://www.das.org.sg/careers.html>

2. **Resume**  
(Applications without a resume may not be considered)

*Additionally, applicants should:*

1. Provide relevant portfolios of previous design/creative work
2. Be aware, if shortlisted for interview, they will be expected to complete a small project that would be representative of the work they would be undertaking in this position.

Email the above submissions to [jobs@das.org.sg](mailto:jobs@das.org.sg) by **31 January 2021**.

**Only complete applications will be considered.**

Only shortlisted candidates will be contacted.