

## DYSLEXIA ASSOCIATION OF SINGAPORE

### ORGANISATION PROFILE

Join a rapidly growing organisation that has over 250 full-time employees and operates from 12 centres and 6 other on-site locations in Singapore!

The Dyslexia Association of Singapore (DAS) supports individuals who learn differently, including those with dyslexia, through a continuum of services for children, families, educators, and professionals. Our work empowers every learner to reach their full potential.

DAS operates as a group comprising DAS, DAS Academy, and DAS International, delivering services across education, professional training, and regional outreach.

### JOB DESCRIPTION

Position	Communications, Engagement & Fundraising (CNF) Officer <i>(Content, Design &amp; Digital)</i>
Division/Branch	Communications, Engagement & Fundraising

### RESPONSIBILITIES

#### Role Overview

Under the direction of the Director of CNF, the CNF Officer supports DAS's communications, engagement, and fundraising efforts across the DAS Group through design, digital content, and short-form video production. This role focuses primarily on content creation, design, and digital communications.

This is a hands-on role in a lean and fast-paced team, with opportunities to work across campaigns, social media, events, and publications while contributing to initiatives that support individuals who learn differently.

#### What this role offers

- Opportunity to work on a wide range of creative projects across digital, print, and on-ground events
- Hands-on experience in both design and short-form content creation, with real ownership of outputs
- Exposure to integrated campaigns across marketing and fundraising
- A fast-paced and collaborative team environment where ideas are executed quickly
- The opportunity to see your work contribute to real impact for children and families

#### Responsibilities

include but are not limited to:

#### Design & Visual Communications

- Conceptualise and design marketing and campaign collaterals across digital and print, including social media graphics, event materials, and email marketing visuals
- Ensure consistency in DAS's visual identity across all outputs, while adapting designs for different audiences such as parents, educators, and donors
- Translate briefs into clear, visually engaging designs that communicate ideas effectively and enhance audience understanding
- Support publications with attention to layout, typography, and readability
- Work efficiently using templates where appropriate, while also being able to create original designs when required

**Short-form Video & Content Creation**

- Plan, film, and edit short-form video content (e.g. Reels, TikTok, Shorts) to support programmes, events, and campaigns
- Capture on-site content at learning centres and events, identifying meaningful moments and turning them into engaging content
- Perform fast-turnaround editing using tools like CapCut / Premiere Pro
- Add subtitles, hooks, and simple motion elements to improve engagement and accessibility

**Digital & Social Media Execution**

- Prepare and adapt content for social media platforms, including Instagram, Facebook, LinkedIn, and TikTok, ensuring suitability in format and tone
- Draft captions and supporting text aligned with campaign messaging and audience needs
- Support content scheduling and campaign rollouts to ensure timely and consistent posting

**Campaign & Content Support**

- Contribute to the development of content and design assets for integrated campaigns across marketing and fundraising
- Translate campaign ideas into multiple content formats, including graphics, short videos, and email visuals
- Repurpose content efficiently by adapting one piece of content into multiple formats to maximise reach
- Take ownership of assigned content pieces from concept to final output, with guidance where required

**Event & On-Ground Content Support**

- Provide on-site support during events, including capturing photo and video content for immediate and post-event use
- Prepare or adapt event collaterals such as slides, visuals, and digital materials where required
- Assist in creating timely content during or after events for communications and publicity

**General Support**

- Support day-to-day communications and fundraising needs, including basic website updates (WordPress / CMS), email marketing visuals, and content uploads
- Organise and manage digital assets (e.g. photos, videos, templates) for easy team access and reuse
- Assist with simple reporting or tracking of content performance where required

**Who this role is for**

- You enjoy creating, whether through design or short-form content
- You have a strong eye for visual design and attention to detail
- You are comfortable working on a variety of tasks and adapting to different needs
- You take initiative and can work independently while collaborating with others
- You are keen to learn and grow in a fast-paced environment
- You are open to contributing across different areas of work, even if you are still building experience

COMPETENCIES		
<p><b>Core Competencies:</b></p> <ul style="list-style-type: none"> <li>● Strong visual design sense (<i>layout, typography, branding</i>)</li> <li>● Creative thinking with attention to detail</li> <li>● Ability to work fast under tight timelines</li> <li>● Adaptable and willing to take on different types of work</li> <li>● Strong communication and writing skills</li> </ul>	<p><b>Technical Competencies:</b></p> <ul style="list-style-type: none"> <li>● Canva and Adobe Creative Suite, such as Photoshop, Illustrator, and Premiere Pro</li> <li>● Video editing tools such as CapCut or equivalent</li> <li>● Microsoft Office applications</li> <li>● Website content management systems such as WordPress</li> <li>● Email marketing platforms</li> <li>● Basic analytics tools such as Google Analytics or Meta Business Suite</li> </ul>	
REQUIREMENTS		
<p><b>Requirements:</b></p> <ul style="list-style-type: none"> <li>● Diploma / Degree in Design, Communications, Media, or related field</li> </ul>	<p><b>Experience:</b></p> <p>Fresh graduates or candidates with relevant experience are welcome to apply</p> <p>Applicants must provide a portfolio demonstrating:</p> <ul style="list-style-type: none"> <li>● Design work</li> <li>● Short-form video content is an advantage</li> </ul>	<p><b>Other Skills &amp; Knowledge:</b></p> <ul style="list-style-type: none"> <li>● Ability to multitask and adapt in a fast-paced environment</li> <li>● Strong sense of responsibility and ownership</li> <li>● Organised, reliable, and able to meet deadlines</li> <li>● A team player who is willing to contribute across functions</li> </ul>
SALARY AND BENEFITS		
<p>Starting salary will be commensurate with qualifications and experience.</p> <p>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.</p>		
APPLICATION DETAILS		
<p>All interested applicants are to submit the following as part of their application</p> <ol style="list-style-type: none"> <li>1. <b>DAS Employment Application Form</b>, duly completed (<i>This form can be downloaded from the Careers page on our website.</i>) <a href="https://www.das.org.sg/careers.html">https://www.das.org.sg/careers.html</a></li> <li>2. <b>Resume</b> (<i>Applications without a resume will not be considered</i>)</li> <li>3. <b>Portfolio of Design</b> <ol style="list-style-type: none"> <li>A. Provide relevant portfolios of previous design/creative work</li> </ol> </li> </ol>		

*Be aware that if shortlisted for an 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 **1 May 2026**

**Only complete applications (with the above 3 items) will be considered.**

Only shortlisted candidates will be contacted.