



## **Vacancy Marketing Officer Country Office - Jakarta**

### **GENERAL INFORMATION**

ADRA Indonesia, a leading humanitarian organization committed to improving the lives of vulnerable communities, is seeking a dedicated and experienced Marketing Officer to join our dynamic team. As a Marketing Officer, you will play a crucial role in promoting ADRA's mission and projects to a wider audience, driving engagement and support for our initiatives. If you are passionate about making a difference and possess exceptional marketing skills, we invite you to apply for this rewarding opportunity.

**Title:** Marketing Officer  
**Duty Station:** Country Office - Jakarta  
**Responsible to:** Country Director  
**Coordinates with:** Marketing Manager  
**Duration:** 6 Months with possible extension  
**Closing date:** 15 June 2023

### **BACKGROUND**

Yayasan ADRA Indonesia is an Agency of the Seventh-day Adventist Church. The mission of the agency is to serve humanity so all may live as God intended. ADRA Indonesia belongs to the worldwide ADRA network, comprised of more than 107 supporting and implementing country offices. ADRA has more than 30 years of experience on development and emergency response throughout Indonesia.

### **FUNCTIONS OF ROLE**

The Marketing Officer will be responsible for developing and implementing marketing strategies to effectively communicate ADRA Indonesia's programs and campaigns. You will work closely with the leadership team and various stakeholders to raise awareness, engage donors, and generate support for our projects.

### **DUTIES AND RESPONSIBILITIES**

1. Develop and execute marketing plans and strategies to promote ADRA Indonesia's projects and initiatives.
2. Create engaging content, including written materials, social media campaigns, and multimedia assets, to effectively communicate ADRA's impact and attract supporters.
3. Coordinate with internal teams to gather relevant information, success stories, and project updates to be used in marketing materials.

4. Manage ADRA Indonesia's social media platforms, including content creation, community engagement, and monitoring.
5. Conduct market research and analysis to identify target audiences, trends, and opportunities for marketing campaigns.
6. Collaborate with the regional communications team to ensure brand consistency and adherence to ADRA's messaging guidelines.
7. Track and analyze marketing campaign performance, providing regular reports and recommendations for improvement.
8. Maintain relationships with media outlets, partners, and stakeholders to maximize exposure and coverage of ADRA Indonesia's activities.
9. Organize and coordinate marketing events, workshops, and fundraising initiatives to promote ADRA's mission and raise funds.

## QUALIFICATIONS AND COMPETENCIES REQUIRED

- Bachelor's degree in Marketing, Communications, or a related field. A master's degree is a plus.
- Proven experience in marketing, preferably in the nonprofit sector or social impact organizations.
- Strong understanding of marketing principles, strategies, and tactics, including digital marketing and social media.
- Excellent written and verbal communication skills in English and Bahasa Indonesia.
- Proficiency in graphic design software, video editing tools, and content management systems is a plus.
- Familiarity with market research and data analysis techniques to inform marketing decisions.
- Ability to work collaboratively in a team environment, as well as independently with minimal supervision.
- Strong organizational and project management skills, with the ability to meet deadlines and manage multiple priorities.
- A passion for humanitarian work and a commitment to ADRA's mission and values.
- Flexibility to travel occasionally to project sites within Indonesia.

Join ADRA Indonesia and become part of a dedicated team working towards positive change in the lives of communities in need. To apply, please submit your resume, cover letter, and portfolio (if available) to [recruitment@adraindonesia.org](mailto:recruitment@adraindonesia.org) and mark your e-mail subject: **“Marketing Officer”**. Applications will be accepted until 15 June, 2023. We appreciate all applications, but only shortlisted candidates will be contacted for an interview.

ADRA Indonesia is an equal opportunity employer, committed to diversity and inclusion in the workplace. We encourage applicants from all backgrounds to apply.