



JOB DESCRIPTION

Position Title:	Marketing Supervisor
Reports to:	CEO
Location:	Remote
Duration:	12 months (with possibility of extension)

Myanmar Youth Empowerment Opportunities (MYEO) is an impact-oriented edutech firm, founded to accelerate Myanmar's next generation of youths with relevant 21st-century skills and transformative learning opportunities through an affordable mobile-based online learning platform that increases youth employability and paves the way for a high-skilled workforce for organizations in Myanmar. Our mission is to equip all of Myanmar's youths with the skills to be valuable members of the Myanmar work system and community.

Our Culture Code: We are a mission-driven team with high levels of execution and value ideas over egos or other nuances. Our team is agile, dynamic, innovative, young, fun, and diverse with a remote work culture in our DNA. We do not tolerate any form of discrimination and strive for equality and individual freedom through skills empowerment across Myanmar.

Objective of the Role: This role will be the single-point owner of our brand's presence across both digital and physical touchpoints. This is a hands-on, "player-coach" role. This role will bridge the gap between product strategy and execution, building engaging social media campaigns, designing physical activations, nurturing our community, and driving product adoption. If you thrive in fast-paced environments, love testing new ideas with lean budgets, and want to build an ecosystem from the ground up, this role is for you.

KEY RESPONSIBILITIES:

Product Ecosystem & Community Empowerment

- **Product Messaging:** Develop clear positioning, value propositions, and go-to-market (GTM) messaging for our interconnected products.
- **Ecosystem Growth:** Design enablement and empowerment campaigns (e.g., educational workshops, user spotlights, webinars, user guides) that turn customers into brand advocates.



- Community Engagement: Foster an active user community across digital platforms and local networks to drive product feedback and retention.

Digital & Social Media Marketing

- Content & Social Strategy: Plan, write, and execute organic content across key channels (LinkedIn, Instagram, X/Twitter, YouTube, TikTok, email newsletters).
- Performance Marketing: Set up, monitor, and optimize small-to-medium paid ad campaigns (Meta Ads, Google Ads) focusing on high-conversion metrics (CAC, leads, sales) rather than vanity views.
- Funnel Optimization: Track and report on digital traffic, lead generation, and funnel conversions using Google Analytics and marketing tools.

Physical & Field Marketing

- Events & Activations: Plan and execute cost-effective physical events, product pop-ups, trade show appearances, and community meetups.
- Collateral & Signage: Manage the production of physical marketing assets (flyers, brochures, banners, branded merch) working with external printers and vendors.
- Bridge Physical to Digital: Design creative ways to convert offline event attendees into online leads and loyal community members (e.g., QR codes, event-exclusive landing pages, digital giveaways).

Operations & Execution

- Resource Management: Leverage AI tools, automation, and targeted freelancers/contractors (designers, video editors) to maximize marketing output on an efficient budget.
- Analytics & Reporting: Present monthly performance reports detailing ROI, user acquisition, and key channel growth.

COMPETENCIES:

- Communication: Ability to express concerns, ideas clearly, listen and collaborate effectively.
- Teamwork: ability to collaborate effectively with others by sharing responsibilities, supporting teammates, and working toward a common goal.
- Problem-Solving: Analyzing situations and finding practical solutions.
- Leadership: Guiding and motivating others toward shared goals.
- Interpersonal skill: ability to communicate, empathize, and collaborate effectively with others, fostering strong relationships and productive interactions.



- Adaptability: Adjusting Critical Thinking: Evaluating information logically and making informed decisions.
- Flexibility: Adjusting work habits and expectations as needed.

REQUIREMENTS

- Possesses 3 to 6 years of hands-on marketing experience, ideally within a growth-stage company, tech product team, or community-focused organization.
- Demonstrates a proven track record of executing integrated campaigns across digital channels (paid and organic social) as well as physical activations and events.
- Exhibits proficiency with core marketing tools across design (Canva, CapCut), paid media (Meta Ads Manager, Google Ads), automation/CRM (HubSpot, Mailchimp, Zapier), and analytics (GA4).
- Combines strategic vision with a proactive, resourceful approach to build processes from the ground up without relying on large enterprise budgets.
- Delivers exceptional written, verbal, and visual storytelling skills to craft compelling narratives across diverse platforms.

Equal Opportunity Employer

MYEO is an equal opportunity employer. MYEO does not discriminate against any applicant for employment on any basis including, but not limited to: race, religion, sexual orientation, gender identity, age, disability, and marital status. MYEO welcomes and encourages candidates from underrepresented communities to join the team.

Application Submission Link - [Job Application Form](#)