



Note: Only short-listed candidates will be contacted.

Job Vacancy Announcement - Senior Creative Associate (Remote)

Date - 19 March, 2025

Myanmar Youth Empowerment Opportunities (MYEO) is, an impact-oriented edutech firm, founded to accelerate Myanmar's next generation 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 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.

About This Role - You are responsible for developing and designing engaging visual content across multiple platforms, including social media, websites, email newsletters, and digital ads. Key duties include brainstorming with the creative team for campaign ideas, creating graphics and videos, and ensuring brand consistency in all visuals. The role involves staying updated on industry trends, managing digital assets, and maintaining strong design and communication skills. Additionally, the Content Creator collaborates with the marketing team to track content performance, report on key metrics, and make data-driven improvements to visual content strategies.

SPECIFIC DUTIES & RESPONSIBILITIES

- Develop and design engaging visual content for a variety of platforms, including social media (Instagram, Facebook, LinkedIn, TikTok), websites, email newsletters, and digital ads.
- Collaborate with the creative team to brainstorm and develop innovative concepts for campaigns and promotions.
- Create graphics, illustrations, and infographics to convey key brand messages in a visually appealing manner.
- Produce, edit, and optimize short-form video content for social media, websites, and ads, ensuring a professional and consistent look.
- Ensure all visual content aligns with the company's brand guidelines and tone of voice.
- Work closely with the marketing and creative teams to understand project goals and deliver on time
- Stay up to date with digital marketing trends, best practices, and emerging platforms to



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ensure the brand stays relevant and innovative.

- Organize and manage all visual assets, including graphics, videos, in a systematic way for easy access and reference.
- Ability to translate complex ideas into visually compelling content & have a management mindset.
- Collaborate with the marketing team to monitor and track the performance of visual content across digital platforms, including social media & to measure the effectiveness of visual content, including visual engagement metrics.
- Prepare regular reports (weekly/monthly) summarizing the performance of visual content, highlighting successful campaigns, and suggesting improvements based on data insights.
- Work with the marketing teams to adjust visuals based on performance data and stakeholder feedback, ensuring continuous improvement in content strategy.

QUALIFICATIONS & REQUIREMENTS

- Bachelor's degree in Graphic Design, Visual Arts, Multimedia, Marketing, or a related field.
- Above 2-3 years of experience in content creation, graphic design, or a similar role.
- Prefer those who have experiences in Education and youth empowerment.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, etc.).
- Experience with video production tools (e.g., Adobe Premiere).
- Strong understanding of design principles, typography, color theory, and layout techniques.

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.

Interested candidates are welcome to submit Curriculum Vitae (CV) and Motivation Letter to the following contact.

Email: hr@mymyeo.com