

Marketing & Community Manager for Climate Employers

Organization: makesense Asia

Location: Manila, Philippines or Bangkok, Thailand (80% remote)

Job Type: Full-time

Contract Duration: 7-9 months. Duration will depend on the starting date. The end date will be mid-March 2026.

Start Date: June 1, 2025, or as soon as possible thereafter.

About Jobs_that_makesense Asia

Jobs_that_makesense (JTMS) is a platform developed by the international organization makesense, designed to accelerate the sustainability transition in Southeast Asia by helping people build careers in the green economy.

Launched in France in 2014, JTMS quickly became the leading impact job platform in the country. In 2024, we expanded into Southeast Asia, and are now serving over 17,000 monthly users and supporting over 1,000 green purpose employers across the region.

Our team is made up of 20 passionate professionals based in Manila, Jakarta, Bangkok, and Singapore. Five of us are dedicated to JTMS Asia, working hand-in-hand with our colleagues in France to scale a mission-driven product adapted to the Southeast Asian context.

Why Join Us?

- Join a dynamic, international team committed to building the green economy
- Thrive in a flexible and collaborative work culture
- Travel opportunities across Southeast Asia
- Be part of a bold mission to make climate jobs the new norm

About the Role

We are looking for a **Community & Marketing Manager for Climate Employers** to grow and engage our community of climate organizations recruiting in Southeast Asia. This role is part of the IREX [Climate Communications Fellowship](#), designed for mid-career professionals in transition. You'll be joining a small but high-performing marketing team composed of a Social Media Officer and a Digital Marketing & Traffic Performance Officer, working closely with our partnerships and sales team.

This is a strategic role for someone who thrives in early-stage environments—creating, testing, building from scratch, collaborating closely and fluidly using project management and other digital tools, and helping us scale a new community around HR innovation in the green economy.

What You'll Be Doing

1. Grow and animate our "Hiring That Makesense" community

- Design and run multi-channel campaigns to recruit more climate companies into our employer community
- Organise, Lead and Facilitate online and offline gatherings: workshops, roundtables, networking sessions
- Foster peer-to-peer connections and knowledge-sharing between recruiters (whatsapp, linkedin groups etc...)
- Design light-touch engagement strategies to empower members to contribute

2. Position JTMS as a resource hub for Climate HR

- Conduct user research to identify pain points and tailor messaging
- Lead, Produce and Manage a bi-monthly (every 2 weeks) HR-focused newsletter
- Create practical marketing resources (toolkits, social media contents, onboarding guides, FAQs) to support recruiter onboarding
- Write and coordinate thought-leadership content: blog posts, case studies, webinars, social media posts
- Highlight best practices and employer stories through interviews and articles

3. Attract more climate employers to the platform

- Identify and implement outreach tactics: partnerships, events, ads, lead magnets
- Identify and pass leads to the sales team
- Develop loyalty strategies to increase posting frequency from registered recruiters

4. Monitor and improve performance

- Track campaign performance using tools like Google Analytics and Matomo
- Create, present, and lead reporting on acquisition, engagement, and conversion insights at the end of each campaign and during our quarterly OKR meetings.

5. Collaborate in a dynamic, impact-driven team environment

- Collaborate closely with our Marketing, Sales, and Product teams on a daily and weekly basis to align messaging, user experience, and growth strategies.
- Use tools like Notion, Slack, and Google Workspace to stay organized, communicate efficiently, and track progress across projects.
- Engage in live collaboration and co-design sessions using shared digital workspaces to move faster together.
- Take part in our agile team rituals, including weekly stand-ups, quarterly OKR check-ins, and regular co-working sessions that foster alignment and momentum.

Who We're Looking For

You are currently in a career transition and excited about building the climate workforce in Southeast Asia. You're a natural connector who thrives on community-building and marketing with purpose.

Required Experience:

- 5 to 7 years in Community Management, B2B Digital Marketing, Employer Branding, or similar
- Experience in a fast-paced, small and agile environment such as a startup, SME, or digital platform
- Past experience in HR tech or recruitment is a strong plus
- Proven track record in managing events and facilitating conversations
- Proven track record in managing mailing campaigns and newsletter
- Proven track record in building and engaging an audience/community

Desired Skills:

- Strong public speaking skills
- Proactive, organized, and autonomous
- Comfortable juggling multiple projects with shifting priorities
- Able to write compelling content and design engaging outreach strategies
- Data-savvy and able to make decisions based on insight
- Adept at creating a safe, inclusive, and professional community experience
- Online facilitation and community engagement are second nature to you
- You have a strong eye for design and are obsessed with creating visually compelling newsletters and social media content
- You love writing compelling stories, and campaigns that resonate with your target audience
- Fluent in English
- A Southeast Asian language is a plus

Tools: you master:

- Notion, Slack, Google Workspace
- Google Ads, LinkedIn Ads, Meta Ads
- Mailchimp, Customer.io, Prismic (or other email and landing page tools)
- Bonus: experience using CRM systems (Hubspot, Pipedrive, etc.)

Your Mindset

- You care deeply about making the green economy more inclusive
- You believe in experimentation, iteration, and collective intelligence
- You thrive in multicultural teams and remote work setups

- You like working online and using digital tools to collaborate with your teammates
- You are not afraid to ask questions, take initiative, and make things happen
- You love digital community groups and contributing to them
- You are excited to facilitate conversations, organise activities and make people connect with one another
- You want to work somewhere where values are lived, not just written
- You love lean teams, where you build the foundations of your initiatives