



*for a living planet*<sup>®</sup>

## JOB DESCRIPTION

**Position title:** Account Manager

**Reports to:** Director of Fundraising

**Date:** 21 July 2017

### I. About World Wide Fund for Nature, Singapore (WWF)

WWF-Singapore is a Singapore-registered charity, part of WWF International – one of the world's largest and most respected independent conservation organisations. We protect critical resources for people in Singapore by driving change across government, business, civil society and local communities. To meet key Singapore and around the region. As one of WWF's global hubs, WWF-Singapore supports a global conservation goals, we address issues such as deforestation, haze pollution, seafood sustainability and illegal wildlife trade in network that spans over 100 countries.

### II. Major Duties and Responsibilities:

The Corporate Account Manager is responsible for managing our global and local corporate partnerships based in Singapore. As part of the Fundraising department, the Manager will contribute to bringing conservation knowledge to the local community, focusing particularly on corporate donors by developing and deploying effective partnership models and marketing strategies.

- Develop and oversee corporate fundraising initiatives to raise funds for WWF's conservation work in Singapore and globally, including but not limited to cause-related marketing, corporate social responsibility programmes and sustainable business partnerships
- Work closely with the Conservation Resource team to identify and develop opportunities for strategic corporate partnerships, or communicate the progress from projects supported by our partners
- Work with our Market Transformation Team to ensure the delivery of successful business transformation partnerships
- Identify and foster strong relationships with new corporate prospects and ensure existing corporate donors are stewarded appropriately, resulting in profitable long term partnerships
- Support the Fundraising Director to ensure that fundraising and acquisition goals are achieved and tracked, and contribute to the department's overall fundraising objectives
- Manage the relationship with the partner, keeping an helicopter view on the partnership.
- Support our partners in the development of the marketing activation tool kit.  
Organise monthly calls with WWF participating offices in each partnership to update them on the development of global partnerships
- Monitor local results of campaign, report back on objectives, apply learnings across partnerships
- Share best practices of local activations.

- Coordinate yearly reporting on field results.
- Ensure that partnership development is on line with retro-planning.
- Coordinate meetings with the partner.
- Develop case studies on our partnerships
- Determine priority projects with related conservation team.
- Support our Acquisition team and Partnership development team with any business development activity as required.
- Perform other duties as required

### III. Profile:

#### **Required Qualifications**

- At least 3 years to five years' working experience in a similar capacity
- Minimum Bachelor degree in marketing or business administration

#### **Required Skills and Competencies**

- Working experience in the corporate sector with in-depth understanding of the national and international business environment in Singapore
- Demonstrated fund-raising skills and experience with corporations
- Strong knowledge and experience in the not-for-profit sector, preferably in environmental non- government organisations or equivalent.
- Excellent interpersonal and influencing skills and the ability to engage with corporates at all levels.
- Outstanding powerpoint presentation skills and public speaking abilities
- Fluent in spoken and written English
- Flexible, resourceful and able to perform despite tight schedules
- Plans and organizes/ manages the job independently and pro-actively
- Adheres to WWF's values which are: *Knowledgeable, Optimistic, Determined and Engaging*

### IV. Working Relationships:

**Internal** – Ensure intra and inter-department collaboration for the optimal use of resources and organizational alignment. Work closely with the Corporate Relations department to create creative means of fundraising.

**External** – Coordinates with external vendors relating to events and communications materials production.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs. Please send your resume to [hr@wwf.sg](mailto:hr@wwf.sg). Closing dateline is 20 August 2017.