



**WWF®** *for a living planet®*

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## **JOB DESCRIPTION**

**Position title** : Assistant Manager, Social Media & Data, WWF Singapore  
**Reports to** : Marketing Communications Manager, WWF Singapore  
**Location** : WWF Singapore

### **About the 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 conservation goals, we address issues such as deforestation, haze pollution, seafood sustainability and illegal wildlife trade in Singapore and around the region. As one of WWF's global hubs, WWF-Singapore supports a global network that spans over 100 countries.

### **I. Major Duties and Responsibilities:**

- Reporting to the Communications Manager, the Assistant Manager Social Media & Data manages and monitors the social media channels for WWF-Singapore,
- Oversees the daily media monitoring & sentiment analysis, and monitors reach, engagement and conversion data
- Working in tandem with the Web Developer, this person is a digital native that has a pulse on sentiment and data analysis, and is adapt with managing online communities

### **II. Required Qualifications**

- Relevant degree with 2-3 years of working experience in a related field, preferably in digitalmedia.
- Excellent verbal, written and visual communication skills are required. Strong interpersonal skills and good negotiation abilities are a prerequisite.
- Having a strong understanding of web development, data analysis and sentiments is a clear advantage.
- Other tasks may be assigned as necessary according to organisational needs.

This job description covers the main tasks. Other tasks may be assigned as necessary according to organisational needs.