



for a living planet®

JOB DESCRIPTION

Position title: Brand Manager
Reports to: Head of Brand
Date: February 2019

I. Mission of WWF Singapore: To ensure a high performing WWF office with efficient operating systems, professional and skilled staff, and strong financial resources. WWF Singapore's focus is on delivering corporate responsibility partnerships, individual donor fundraising, major donor fundraising and community engagement for WWF's priority conservation activities in Singapore and the rest of WWF's global network.

II. Major Functions:

- Advises countries, regions and Practices and focal points to ensure all communications reflect WWF's brand expression and help position WWF as the most credible conservation organisation.
- Works with the Head of Brand to ensure WWF's DNA, visual and verbal identity are relevant to a fast-moving external environment.
- Keeps the One WWF brand portal (in visual and verbal identity) up-to-date and useful for the community of communicators.
- Coordinates and manages multi-country partnerships that increase visibility and engagement for WWF and Earth Hour.
- Supports countries in collating local research around communications assessment and structuring KPIs to inform future plans
- Run brand inductions for countries, regions and Practices on a regular basis.
- Stay abreast of emerging and developing trends in brands and communications and identify opportunities.
- Project manage key brand communications deliverables

III. Major Duties and Responsibilities:

- Support NOs, POs and Practices in implementing the brand strategy and ensuring all communications reflect the brand positioning for both WWF and Earth Hour.
- Manage and develop international relationships with external partners and agencies. Develop and manage multi-country campaigns that increase visibility and engagement.
- Gather and analyse brand intelligence and insights to inform brand strategy development throughout the Network
- Gather, assess and share marketing efforts from NOs, POs and Practices for the benefit of the region and the wider WWF Network (shared through One WWF / Workplace).
- Provide support and guidance to WWF International and to the Network on trademark issues, working closely with Legal
- Maintain and keep the WWF visual identity online portal up to date - able to access WWF's CMS to update the site independently
- Work closely with the digital team to build and understand holistic insights (both online and offline) of the WWF brand globally and locally.

IV. Profile:

Required Qualifications

- At least seven year's experience brand strategy, advertising, digital media (online and mobile) or more general communications.

- Experience or working in an international environment.
- Proven success in developing and executing innovative and highly leveraged brand and marketing strategies, including direct senior level experience in branding and communications.

Required Skills and Competencies

- A solid understanding of branding, marketing and communications; Understanding of digital media - online and mobile; Strong project management skills with a track record of achieving results;
- A sound understanding of how to manage colleagues within a network setting — an ability to manage and lead through encouragement and 'selling' of ideas;
- Excellent written and verbal communication skills with perfect command of English; Fluency in other languages that are widely used at an international level is a distinct advantage.
- Demonstrated leadership ability to foster the integration of diverse, multi-disciplinary actors into focused initiatives addressing clear targets.
- Superlative diplomatic and communication skills, including an ability to work and communicate effectively with a broad spectrum of individuals (country representatives, NGO partners, WWF staff), within a broad range of cultural environments.
- Ability to work with a diverse range of digital assets including WWF's CMS.
- Detail oriented, customer focused and ability to manage different tasks simultaneously; Creative and flexible; Good team-player; Work well in a multicultural international setting.
- Adhere to WWF's brand values: Knowledgeable, Optimistic, Determined and Engaging.

V. Working Relationships:

Internal – Interacts frequently with all members (junior to senior) of the Communications Community in the WWF network, as well as other departments at WWF International and local offices (NOs and POs) and Practices.

External – Brand extension agencies; communications agencies, design and digital agencies, market researchers.

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 and emergence of other special projects.

Interested candidates should email a CV and a cover letter to hr@wwf.sg. Please indicate the position being applied for in the subject line.

We may also disclose personal data about you to our affiliates in the network in order to manage our relationship with you