



## **WWF - World Wide Fund for Nature**

WWF is the world's largest conservation organization with over 5 million supporters worldwide, working in more than 100 countries, supporting around 1,300 conservation and environmental projects.

### **WWF's Earth Hour**

Started as a symbolic lights-out campaign in Sydney (Australia) in 2007, WWF's Earth Hour has grown to become the world's largest grassroots movement for the environment - largely focused on climate change - mobilizing millions to take climate action in 187 countries and territories.

Now in its eleventh year, Earth Hour has gone beyond the hour and achieved massive environmental impacts around the world by harnessing the power of the crowd.

### **Internship Opportunity:**

WWF International is seeking passionate and committed individuals to support our global team in Singapore on brand and campaign development, corporate and community engagement, digital communications and design work across a wide variety of mediums. The opportunities are open to both students and young professionals, and we hope the internship will last between 3-6 months minimally.

### **Who we are looking for:**

- Ability to work independently and with a team in a fast paced environment
- Proactive personality with positive working attitude
- Able to support WWF International's Communications and Marketing projects and tasks
- Open to assist WWF International's Communications and Marketing team with selected campaign projects and other ad-hoc marketing and admin duties
- Interest in climate change, environmental and/or sustainability issues

Depending on the length of arranged working hours, a stipend will be remunerated for the internship. For any students / recent graduates seeking for internship opportunity, upon completion of this internship, we will provide a letter of appreciation and recommendation letter based on the results of the internship.



## **Role: Brand and Marketing Intern**

### **Major Functions:**

This role is part of the Brand & Comms team at WWF International Communications and Marketing Division based in Singapore, reporting to Head of Brand.

### **Major Duties and Responsibilities:**

- Support WWF International Brand & Communications team
- Support team in working with creative agencies on digital delivery of the EH 2018 campaign material (i.e. TV ad, print and online ads);
- Deliver Earth Hour 2018 campaign assets and artwork to EH teams worldwide; work with designers to modify/translate for use in local markets;
- Assist manager to work with global media buying partners to secure free advertising space for Earth Hour 2018 assets;
- Work with local design team/production house to prepare artwork to specs for free advertising space secured by media buying partners;
- Work with all members of the WWF International team to ensure integration of campaign messaging and 'look and feel', across all 2018 and standard Earth Hour assets (including the website, social media, media and PR, network alliances, internal communications and corporate partners);
- Assist manager in WWF and EH brand research; research and data gathering for latest trends in branding and communications
- Exposure to the development of global brand strategies and communications plan for both WWF and Earth Hour
- Perform other duties as required

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

- Knowledge in professional design software is a plus
- Excellent written and verbal English skills are a must along with the maturity to work in a global, multi cultural environment.
- Willingness to learn about the global Earth Hour campaign and conservation goals of WWF
- Interest in environmental and sustainability issues

### **How to apply?**

Send your covering letter and CV to [hr@wwf.sg](mailto:hr@wwf.sg) as one file subject line: ICT Manager. We will not accept applications without CV and Covering Letter.

**Deadline for applications: 30 October 2017**

*WWF is an equal opportunity employer and committed to having a diverse workforce.*