



**WWF** *for a living planet*<sup>®</sup>

**Position title:** Campaign Manager  
**Reports to:** Director of Communications  
**Location:** Singapore  
**Date:** March 2016

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

WWF Singapore is a Singapore-registered charity, founded by WWF International - the global conservation organization. WWF Singapore works with corporate partners in Singapore for best practices in natural resource management, engages in communications and outreach to raise awareness of critical environmental issues and collaborates with WWF offices in the region to raise funds for important conservation programmes. The WWF Singapore office also provides a hub for regional staff of WWF and supports WWF's operational functions. It works with government, business, other NGOs and the local Singapore community to spearhead efforts to build the region's expertise in planning and managing natural resources wisely.

#### **II. Major Functions**

The Campaign Manager will manage the Earth Hour, Haze & Sustainable Seafood and other campaigns to achieve agreed targets and objectives.

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

- Development and operational management of the outlined campaign projects and activities
- Delivery of agreed campaign outputs/products/outcomes
- Management of budgets relating to relevant projects and activities
- Production of regular reports on campaign milestones, budget etc
- Undertaking or where appropriate commissioning and managing campaign related research
- Application of rigorous creative thinking to analyse and develop new methods for bringing the conservation issues to the public and businesses in a way that engages and leads to changes in behavior
- Management of relationships with any appointed agencies
- Development of campaign related collaterals and other external communication materials including multi-media content
- Conduct of outreach and awareness activities to institutions e.g. associations, community groups, schools
- Development of good working relationships with new or existing external partner organisations / agencies, e.g. in government, business, NGOs etc
- Perform other duties as required

#### **IV. Profile:**

##### **Required qualifications:**

- A University Degree in a relevant discipline.
- At least five years' working experience in corporate communications, marketing or media/public relations.

**Required skills and competencies:**

- Ability to think strategically
- Extensive experience in project management where there are multiple and competing priorities
- Experience running holistic campaigns promoted on a wide variety of media channels
- Experience in partnership / corporate relationship development and management
- Excellent communication skills in both written and spoken English
- Proven experience in developing communication materials
- Excellent persuasion, presentation, written and public communication and interpersonal skills
- Strong programme development, marketing, strategic planning and problem solving skills needed to produce results in a challenging environment
- Ability to work proactively and effectively with various stakeholders including key government agencies, corporations, consumer groups, media and trade associations and mobilise their active participation towards the campaign(s)
- Passionate about conservation
- Adheres to WWF's values, which are: *Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.*

**V. Working Relationships:**

- Internal- Works closely with marketing and fundraising members of the WWF Singapore office as well as the wider WWF network
- External- Interacts with the media, private sector, government institutions, NGOs, and relevant regional organisations

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

For interested applicants, please submit a cover letter and CV to [hr@wwf.sg](mailto:hr@wwf.sg). Deadline for applications: 20 April 2016