

Campaigns Team TOR

JOB DESCRIPTION

Position title: Assistant Manager, Campaigns

Reports to: Campaigns Manager

Location: Singapore

Date: August 2017

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 jointly campaign as well as 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 in building the region's expertise in planning and managing natural resources wisely.

Major Functions: This role will implement campaign and communication strategies to achieve agreed targets that will enhance the WWF brand profile and positioning, as well as support fundraising and outreach activities for WWF Singapore. This role will be responsible for simultaneously managing both Regional and Local campaigns.

Major Duties and Responsibilities:

- Development and operational management of Earth Hour, Sustainable Seafood, Palm Oil, Plastic, Shark fin and other campaigns and activities
- Delivery of agreed campaign outputs/products/outcomes
- Design, planning and execution of communications strategies to ensure continued coverage of campaign activities
- Identify opportunities for increasing WWF's visibility in Singapore
- Lead the organisation of workshops/ conferences/ events/ meetings so as to achieve WWF Singapore targets and to strengthen the WWF brand
- Production of regular reports on campaign milestones, budget etc
- Undertaking or where appropriate commission and manage campaign related research
- Application of rigorous creative thinking to analyse and develop new methods for

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bringing the conservation issues to the public and businesses in a way that engages and leads to changes in behaviour

- Management of relationships with any appointed agencies, campaign sponsors, vendors and suppliers
- Working closely with colleagues in WWF Singapore and the wider WWF Network

Required qualifications:

- A University Degree in a relevant discipline.
- At least 4-5 years working experience in corporate communications, marketing or media/public relations
- Ability to think strategically **and operate in fast paced work environment**
- Experience in project management where there are multiple and competing priorities
- 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)
- Ability to operate independently and with limited supervision
- Passionate about conservation
- Great sense of humour

Interested candidates should email a CV and a cover letter with the title “Assistant Manager, Campaigns” to hr@wwf.sg.