



for a living planet[®]

JOB DESCRIPTION

Position title: Communications Specialist

Reports to: Head of Brand

Date, Hosting: 2018 onwards, Singapore

Mission of the department

- To engage audiences across the globe to accelerate conservation impact and to build the WWF brand.
- To ensure a coherent 'One Brand, One Voice' by integrating and supporting the communications functions across the network (Practices, NOs and POs)
- To facilitate and coordinate the development and alignment to a global brand and communications strategy
- To provide a Centre of Excellence to the Network and convene the Communications Community in terms of communications practice, coordination across Practices, techniques, platforms and digital media
- To provide common technology platforms Network-wide to enable communication with the audience.

Major Functions:

- Work with the WWF teams to maximize dissemination and coverage of Earth Hour global and local news packages for the campaign period, as well as innovating to expand coverage of the scale and impact of the movement beyond the event to firmly anchor Earth Hour as WWF's mass engagement vehicle in the biodiversity space.
- Collaborate and strategize with WWF-International conservation team and CBD personnel to maximize conservation impacts through Earth Hour and related campaigns via open source
- Spearhead Earth Hour's brand development and annual global Earth Hour campaigning to ensure strong brand identity and good integration with WWF branding
- Work closely with WWF International to secure free advertising space assets via global media buying partners, integration of campaign messaging, look and feel for both WWF and EH network

- Coordinate with the wider team at WWF to build biodiversity-focused messaging for Earth Hour and also encourage internal knowledge-building on biodiversity-related issues and themes.

Major Duties and Responsibilities:

- Facilitate and enable the delivery of the global Earth Hour campaign with primary focus on biodiversity, liaising with WWF International, WWF network offices and key stakeholders in the CBD to deliver key communications materials for the partner network and external media
- Realise communications and media opportunities (including open source) through key partners and stakeholders engagement in Earth Hour and other relevant activities in conjunction with WWF International.
- Lead the creative agencies and/or local design team with emphasis on digital delivery of the campaign to organize annual Earth Hour activities (including a 60-second TV ad, print and online/mobile ads);
- Manages all aspects of the Earth Hour brand including overarching look and feel, and messaging; works directly with Earth Hour Global Team members to ensure integration of campaign messaging and 'look and feel', across all standard Earth Hour assets (including the website, social media, media and PR, network alliances, internal communications and corporate partners);
- Manages an agreed budget for the delivery of all Brand and Marketing activities, including the processing of invoices and monthly accounting.

Profile

Required qualifications

- A degree in management, business administration, marketing or a relevant field
- 3-5 years professional experience in a communications executive role
- Proven success in developing and executing communications and marketing strategies
- Good editorial judgement and knowledge of online and off-line international media markets.
- Experience in implementing marketing strategies that leverage the power of online media and audience engagement.
- Knowledge and experience of the not-for-profit sector, especially environmental non-government organizations is an advantage.
- Proven success in a multi-cultural international setting.

Required skills and competencies

- Proven communications background with an overall understanding of the sector including key aspects of conservation, policy and multilateral fora.

- Proven ability to lead and deliver outcomes in a diverse environment without having direct oversight or control.
- 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, SCBD personnel, NGO partners, WWF staff), within a broad range of cultural environments.
- Fluency in English required. Fluency in other languages that are widely used at an international level is a distinct advantage.

Working relationships

Internal – Communications and Marketing members of the network and International, other stakeholders

External – External partners – SCBD personnel and Focal Points, IAC members, digital and research agencies, communications agencies, funding agencies, key external stakeholders.

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.