



WWF *for a living planet*[®]

WWF Singapore
354 Tanglin Road #02-11
Tanglin International Centre
Singapore 247672

Tel: (65) 6730 8100
Fax: (65) 6730 8122
info@wwf.sg
wwf.sg

JOB DESCRIPTION

Position title: Communications Manager

Reports to: Senior Manager Content

Start Date: Immediately

About World Wide Fund for Nature, Singapore (WWF)

WWF-Singapore is a Singapore-registered charity, part of WWF International – one of the world's largest and most respected independent conservation organisations. We protect critical resources for people in Singapore by driving change across government, business, civil society and local communities. To meet key conservation goals, we address issues such as deforestation, haze pollution, seafood sustainability and illegal wildlife trade in Singapore and around the region. As one of WWF's global hubs, WWF-Singapore supports a global network that spans over 100 countries.

Major Functions:

Reporting to the Senior Manager Content, the Communications Manager oversees all external channels for WWF-Singapore. Working in tandem with the Managing Editor and Visual Producer, the Communication Manager ensures that the created content reaches the widest possible audience across earned and owned media and brings our engagement rates to new heights. As a master of all channels, the successful candidate has a vast digital knowledge (engagement strategies, SEO, latest Social Media trends & best practice, email marketing, segmentation and personas, etc.), can secure content partnerships and build/maintain strong relations with media and influencers. As part of the creative team, the Communication Manager adds value by suggesting creative tactical executions in line with the overarching narrative, audiences and channels. The successful candidate supports the data driven decision making with results from sentiment and data analysis. The role keeps the team abreast of the latest trends and best practice in the digital and traditional media landscape, measures and improves our share of voice and sentiment.

Leading a team of two, the role oversees and executes:

- Planning, publishing and managing the daily functioning of WWF's digital properties and media engagement.
- Manage and co-ordinate email communications and digital engagement for our supporter database.
- Identify issues, opportunities, new channels and content partners.
- Monitor user feedback and conduct online audience research to improve and enhance the user digital experience.
- Act as the main point of contact on the website including project management for new developments.
- Online campaigns' strategies and planning across the full digital mix including SEM, SEO & SMM
- Keep up-to-date on the latest editorial and user experience techniques and technology to set suitable recommendations
- Conduct audience research, competitive intelligence, content audits

Required qualifications:

- Relevant degree with a minimum of 3-5 years of working experience in a related field.
- Excellent communication skills.

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

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

Deadline for applications: 30 September 2017