

Campaigns Team TOR

JOB DESCRIPTION

Position title: Community Outreach & Engagement Executive

Reports to: Campaigns Manager

Location: Singapore

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: The Community Outreach & Engagement executive will be responsible for developing, implementing and evaluating WWF's strategic programme on engaging youth, volunteers and communities. This role will also identify opportunities for grassroots events and lead the recruitment, training and placing of volunteers at various campaign activations.

Major Duties and Responsibilities:

- Lead the development, implementation and monitoring of WWF's new strategic programme for engaging youth, volunteers and communities in Singapore
- Collaborate with other communications staff on the development of creative pieces that target potential volunteers and others already in the programme (website, postcards, direct mail pieces, flyers etc)
- Identify grassroots opportunities for increasing WWF's visibility in Singapore and strike mutually beneficial marketing partnerships with local NGO's, communities, precincts and civil society organisations
- Provide communications support in 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 the status and milestones of the engagement programme
- Brainstorm ideas on developing a "user journey" for all participants of the programme,

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- gradually moving them to the next level of engagement with WWF.
- Work closely with colleagues in WWF Singapore Communications and Education team and the wider WWF Network

Required qualifications:

- A University Degree in a relevant discipline.
- At least 3-4 years working experience in event management, volunteer management, Marketing and/or community outreach
- Ability to think strategically
- Flexibility to attend community events on nights/weekend if required
- Measureable experience in networking and initiating contacts
- Experience in giving presentations and public speaking
- Proven skill in organising and managing information, events and meetings
- Proven experience in juggling multiple tasks and prioritising deadlines
- Needs to be confident, flexible and responsible
- Passionate about conservation

Interested candidates should email a CV and a cover letter with the title “Community Outreach & Engagement Executive” to hr@wwf.sg.