WWF *for a living planet®*

JOB DESCRIPTION

Position title: Corporate Relations Manager, WWF Singapore

Reports to: Director, Marketing and Corporate Relations, WWF Singapore

Date: July 2015

I. Mission of the Department: Ensure a high performing department with efficient operating systems, professional and skilled staff, so as to deliver corporate transformational partnerships and fundraising for WWF's priority conservation activities in Singapore and globally.

II. Major Functions: Reporting to the Director of Marketing and Corporate Relations, the Corporate Relations Manager is responsible for managing key partnership; as well as identifying and making contact with suitable corporate partners in order to secure funding and to develop and deploy effective transformational partnership strategies. She/he engages corporate and private sector partners to develop steady streams of income support for the organization and works alongside these partnerships to achieve market transformational goals for sustainable development.

III. Major Duties and Responsibilities:

- Manage key partnership; develop workplan and co-ordinate network offices on deliverables and funding for partnership.
- Identify conservation areas and approaches to engage coporations in Singapore in accordance with WWF's global corporate engagement and market transformation strategies.
- Solicit, cultivate and steward new business partnerships while maintaining a high-level of account servicing and strong relationship management of existing corporate partners.
- Lead and implement corporate fundraising initiatives and develop innovative corporate products to engage partners for both the mid and long term on mutually aligned goals.
- Formulate, coordinate and manage all aspects of proposal development in liaison with the Communications and Fundraising Departments.
- Work closely with the relevant departments and related WWF entities in Singapore to lead and manage the process of developing strategies and tactics for approaching specific funders, be they corporates or foundations.
- Have a strong understanding of WWF International's Corporate Partnership guidelines and ensure adherance and due diligence in all corporate partnerships.
- Create awareness of the impact and benefits of brand association and partnership for reputational value.
- Increase the visibility and understanding of WWF through effective communication of its scientific work which will include developing and nurturing relationships with key external stakeholders who can help to deliver WWF's messages to a wider audience.

- Support the Director of Marketing and Corporate Relations in cultivating, building and nurturing corporate partners as well as institutional strategic partnerships and alliances that are essential for advancing and successfully achieving the mission of WWF.
- Act as the liaison or coordinator for regional corporate partnerships within the WWF Network.
- Plan and organise conferences, forums, events and staff engagement activities for corporate partners that align with the organisation's objectives.
- Perform other duties as required by the Director of Marketing and Corporate Relations.

IV. Profile:

Required Qualifications

- An advanced degree in marketing, business administration and/or corporate relations management and fundraising.
- At least 8 years of professional experience, with demonstrated success in engaging with teams in marketing, fundraising and corporate engagement.

Required Skills and Competencies

- Proven skills in corporate engagement, project planning, financing, implementation and evaluation with regard to marketing and fundraising.
- Working experience in the corporate sector and in-depth understanding of the national and international business environment in Singapore.
- Demonstrated fund-raising skills and experience with corporations.
- Proven knowledge and experience of the not-for-profit sector, preferably of environmental non- government organisations or equivalent.
- Excellent interpersonal and influencing skills and the ability to engage with corporates at all levels.
- Excellent oral and written communication skills in English.
- Adheres to WWF's values which are: *Knowledgeable, Optimistic, Determined and Engaging.*

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.

Interested applicants can Email a cover letter and CV in English to hr@wwf.sg with the subject line Corporate Relations Manager. Deadline for applications: 10 August 2015.