

JOB DESCRIPTION

Position title:	Digital Communications Specialist
Reports to:	Project Head, EH; Digital Engagement Director

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:

- Content creation for Earth Hour's shopfront digital property www.earthhour.org, social media platforms, messaging apps, and newsletters (and to ensure open source availability). There needs to be a focus on reuse of the content by the network and the movement in support of conservation including all major campaigns.
- Create user journeys for all Earth Hour audiences to align to the larger biodiversity messaging for WWF.
- Content creation for wwf.panda.org to ensure that the biodiversity/nature messaging is consistent across the channel.
- Plan email journeys for WWF subscribers to ensure that we are working towards engaging a billion people towards valuing nature.
- Provide digital project management support including partnerships for reach, engagement, and revenue.
- Provide strategic and tactical support to the Network and the movement around digital engagement and mobilisation. Replicate and scale strategic digital innovation across the Earth Hour network.
- Stay abreast of emerging and developing trends in online, digital and social media communications and identify opportunities.

Major Duties and Responsibilities:

- Establish strategic vision and oversee editorial execution of content for Earth Hour's website, social media channels, digital platforms, EDMs and blog in conjunction with WWF digital efforts, ensuring the Earth Hour and WWF brands reach and establish ongoing

communication with new audiences in the global market in the run up to and beyond the night of Earth Hour.

- Work closely with the Media Relations team, Conservation Communications Unit and other communications functions to ensure the best promotion, treatment and distribution of stories and features.
- Analysis of Earth Hour audience and strategy development to maximize opportunities in biodiversity with WWF audience.
- Work closely with the digital team to manage the online activity including multi variate testing of landing pages, testing and tracking of social media, development of supporter processes, troubleshooting. Suggest techniques to improve conversion rates of online supporters.
- Highlight the role of Earth Hour in facilitating WWF's conservation outcomes across the WWF organization amid internal and external audiences.

Profile

Required qualifications

- A degree in a relevant field.
- At least 5 years professional experience with demonstrated success in managing teams.
- Proven success in developing and executing innovative and highly leveraged marketing strategies, including direct senior level experience in branding and communications.
- Proven editorial judgement and thorough knowledge of on and off-line international media markets.
- Experience in Implementing marketing strategies with leverage the power of online media and audience engagement.
- Knowledge and experience of the not-for-profit sector, preferably of environmental non-government organizations.
- 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 multi-lateral 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.
- Good technical skills necessary to plan and evaluate platforms for collaboration as well as propose and identify social media opportunities
- 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 Sectors Directors, Members of the Communications Community; Country CEOs and Leaders, other senior personnel.

External – External partners – SCBD personnel, 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.