



*for a living planet®*

## JOB DESCRIPTION

**Position title:** Digital Marketing Executive

**Reports to:** Fundraising Director / Communications Director

**Date:** August 2016

**I. Mission of WWF Singapore:** To ensure a high performing WWF office with efficient operating systems, professional and skilled staff, and strong financial resources. WWF Singapore's focus is on delivering corporate responsibility partnerships, individual donor fundraising, major donor fundraising and community engagement for WWF's priority conservation activities in Singapore and the rest of WWF's global network.

**II. Major Functions:** The Digital Marketing Executive plays a key role in the creation of a digital strategy and implementation of our Individual Giving team's digital plans. The role is predominantly responsible for producing, sourcing and managing content across all of WWF-Singapore's digital marketing campaigns. The role will work closely with the Director of Fundraising and Director of Communications to outline a comprehensive digital marketing plan.

### III. Major Duties and Responsibilities:

- Play a key role in the creation of a digital strategy and manage the effective implementation of our Individual Giving team's digital plans
- Help maximise and deliver online opportunities in order to achieve our supporter recruitment and retention goals
- Oversee the digital aspects of all Individual Giving campaigns/appeals on a day-to-day basis and provide full evaluation and mitigation reports with recommendations for improvement
- Create, manage and co-ordinate email communications and digital engagement for our supporter journeys
- Assist in some of the creation, management, and coordination of the Non digital communications such as Direct Mail
- Support our Donor Engagement Manager to manage our Direct Response TV, online and lead generation campaigns
- Deliver email and mobile campaigns; leading on fundraising acquisition campaigns such as display, PPC or lead generation; optimising the Donate section of the website to enhance conversion rates and average gift value
- Source and manage operational relationships with external suppliers such as creative and digital media agencies, negotiating costs and manage schedules with as necessary
- Liaise with the internal creative team and/or digital marketing agencies for copy, design and site development
- To advise and actively support business partnerships with their digital activities, including planning, copywriting, advising on best-practice, data selections, identifying cross-sell opportunities, reporting and results analysis.
- To provide detailed analysis and recommendations for future campaigns
- Perform other duties as required

### IV. Profile:

#### Required Qualifications:

- At least three years' working experience in a similar capacity
- Minimum Bachelor degree in marketing or business administration

**Required Skills and Competencies:**

- Previous experience in marketing
- Some background with digital marketing would be preferred
- A natural flair for public speaking with excellent Powerpoint presentation skills
- Proven organizational and interpersonal skills and a great multi-tasker
- Flexible, resourceful and able to perform despite tight schedules
- Has a strong stakeholder focus and service-oriented attitude and a great team player
- Strong in project management and event planning
- Fluent spoken and written English
- A strong interest in conservation
- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined and Engaging*.

**V.Working Relationships:**

**Internal** – Ensure intra and inter-department collaboration for the optimal use of resources and organizational alignment. Work closely with the Communication and Marketing department to create synergistic and creative means of fundraising.

**External** – Coordinates with external vendors relating to events and communications materials production.

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](mailto:hr@wwf.sg) with the subject line "Digital Marketing Executive". Deadline for applications: 30 September 2016.