



Position title: Digital Communications Executive

Reports to: Director Communications

I. 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 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 to build the region's expertise in planning and managing natural resources wisely.

II. Major Functions

The Digital Communications Executive is responsible for producing, sourcing and managing content across all of WWF-Singapore's digital properties. The role will work closely with the Director of Communications to outline a comprehensive digital strategy and with the Communications Manager on content creation.

III. Major Duties and Responsibilities:

- Plan, publish and manage the daily functioning of WWF's digital properties, incl. content scheduling, analytics and enhancements related to wwf.sg
- Create, manage and co-ordinate email communications and digital engagement for our supporter database.
- Identify issues and opportunities in social media content, report to appropriate parties.
- 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 Display, SEM, SEO & Social
- 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

IV. Profile:

Required qualifications:

- Graduate/Post Graduate degree relating to Marketing /Communication
- 1-3 year experience in Digital MediaRigorous & comfortable with numbers
- Knowledge about social media platforms such as Facebook, Twitter, Tumblr, YouTube
- Proven track record working with CMS, HTML & CSS, Photoshop, Illustrator and Google Analytics
- Excellent communication skills in both written and spoken English.
- Adheres to WWF's values - Knowledgeable, Optimistic, Determined and Engaging

V. Working Relationships:

Internal - Works closely with the Director of Communications, Communications Manager, Campaigns Manager and Education Manager, as well as colleagues from the Corporate Engagement and Membership Engagement Departments. You will also work with WWF International and other WWF offices, in coordinating communication efforts in Singapore

External - Interacts with donors, supporters, social media influencers

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 Digital Communications Executive. **Deadline for applications: 31 Dec 2015.**