



JOB DESCRIPTION

Position title: Assistant Manager - Brand & Marketing

Reports to: Brand & Marketing Director

Supervises: Graphic designer and interns

Contract Length: 6 months (Nov 2015 – Apr 2016)

I. Mission of Earth Hour Global

To unite people to protect the planet.

WWF's Earth Hour is the world's largest environmental campaign, taking place in more than 7000 cities and towns in 172 countries worldwide, with a reach of more than 1.8 billion people. The Earth Hour Global Team, based in Singapore, coordinates the operation of the campaign throughout the world, working with delivery teams and partners on the ground around the world.

II. Major Functions of role:

To assist Director in developing marketing and brand materials for the Earth Hour campaign globally, including the delivery of the 2016 advertising campaign, delivery of campaign assets to 172 Earth Hour teams worldwide, the securing of free advertising space for 2016 assets via global media buying partners, integration of campaign messaging, and other brand related materials.

III. Major Duties and Responsibilities:

- Works directly with creative agencies with a particular emphasis on digital delivery of the campaign to produce the Earth Hour 2016 campaign (including a 60-second TV ad, print and online ads);
- Delivers Earth Hour 2016 campaign assets and artwork to 172 Earth Hour teams worldwide, to modify/translate for use in local markets;
- Strong focus on audience engagement on YouTube channel and digital marketing properties
- Explore new channels of digital marketing and communication tools (i.e. mobile app such as Line)
- Strategize award strategy and submission
- Assists manager to work directly with global media buying partners Starcom (global partner) to secure free advertising space for Earth Hour 2016 assets;
- Works with local design team/production house to prepare artwork to specs for free advertising space secured by media buying partners;
- Works directly with Earth Hour Global Team members to ensure integration of campaign messaging and 'look and feel', across all 2016 and standard Earth Hour assets (including the website, social media, media and PR, network alliances, internal communications and corporate partners);
- Perform other duties as required.

IV. Profile:

Required Qualifications

- A degree in Business Marketing or Communications would be preferred;
- A minimum of 2 years experience in marketing and brand communications

Required Skills and Competencies

- Dynamic individual who works well in a fast paced global environment;
- Strong leadership skills with an ability to think strategically and creatively;
- An open and participatory style that encourages creativity and cooperation;
- Good level of understanding of corporate communication, media relations, social media
- Able to work in a fast-paced environment;
- Demonstrated skills and experience in the production of advertising and other marketing collateral, especially for TV, print and online;
- Demonstrated skills and experience working with advertising agencies and media buyers;
- Proficiency in a Mac environment, and experience using design software including Adobe Photoshop and InDesign;
- Demonstrated interpersonal and negotiation skills;
- Demonstrated organizational skills and ability to work outside normal office hours due to multiple locations and time zones;
- A broad understanding of current conservation issues;

How to apply?

Email a cover letter and CV to hr@wwf.sg with the subject line Assistant Manager, Brand & Marketing.

Deadline for applications: 16 October 2015