

**WWF-WORLD WIDE FUND FOR NATURE (SINGAPORE) LIMITED
MAJOR FUNCTIONS, DUTIES & RESPONSIBILITIES**

JOB DESCRIPTION

Position title : Events and Merchandise Executive, WWF Singapore
Reports to : Individual Giving Manager, WWF Singapore
Location : WWF Singapore
Date : Jan 2019

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/ 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 Events and Merchandise Executive is responsible for booking mall and corporate sites for our fundraising teams. Mall sites and corporate locations can achieve 20-200% higher productivity than a street location so having regular sites for our fundraisers will contribute to our overall fundraising revenue objectives.

III. Major Duties and Responsibilities:

- Provide administrative and operational support to all events activities including booking mall sites, corporate sites, license applications for roadshows, event coordination and other related activities.
- Develop the sales collateral (presentations) to secure mall and corporate sites.
- Meet regularly with malls, corporates, or potential event partners who could provide pro bono or discounted mall space.
- Work with leads provided by corporate team or find new corporate leads (MNCs or SMEs).
- Perform site recce to ensure the event location has high enough traffic and the right profile audience for success in acquisition of new donors (criteria to be agreed with fundraising staff).
- Maintain a database of mall sites and be able to report on the pipeline for all events .
- Stock control for any merchandise or collaterals required for the events.
- Ensure KPIs for merchandise sales are met and exceeded.
- Coordinate the logistics for events.
- Develop new opportunities for events (festivals, marathons, country clubs etc).
- Assist in the implementation of individual fundraising and donor engagement activities.
- To hit or exceed the agreed KPIs for the role.
- Stewardship management with existing malls/corporates
- Event planning
- Develop and implement both online and offline product strategies in accordance with KPIs
- ROI management on merchandise: ensure products ROI and mark-up rates are following benchmark and 30/70 charity rule
- Able to identify market potential and growth for the brand
- ROI: monitor, consolidate and analysis of sales performance and product categories to maximize inventory efficiency
- Work with Comms and Fundraising department to maximize sales
- Find new channels of income for Merchandise
- Digital marketing: Grow the merchandise sales online – diversify income from different channels of acquisition (offline and online)
- Identify best ecommerce practices in order to grow online presence and performance
- Perform other duties as required.

IV. Profile:

Required qualifications:

- Bachelor's degree in business, social science, environmental science or related field
- Demonstrated knowledge in sustainability
- Good communicator

You need to:

- Be a self-starter with high level of drive.
- Be able to work independently.
- Have 1 to 2 years' experience with retail and/or digital marketing (ecommerce, cpc, cpa, etc.) and event management
- Have great organizational skills, attention and dedication to details.
- Be able to handle coordination of various stakeholders on complex projects
- Ideally, have experience in project management and collaborations with external partners
- Adhere 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.