



JOB DESCRIPTION

Position Title:	Digital Communications Executive
Reports to:	Communications Manager, Earth Hour Global
Starting Date:	July 2015
Duration:	One year

I. Mission of Earth Hour Global

To unite people to protect the planet.

WWF's Earth Hour is the world's largest grassroots movement for the environment, taking place in more than 7,000 cities and towns in 172 countries and territories worldwide. 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 in more than 170 countries to mobilize a maximum number of individuals, organizations, businesses and governments to use their power to change climate change.

II. Major Functions of role:

As a people-driven movement with global appeal, Earth Hour is regarded as the industry benchmark for digital and social innovation setting new standards for user experience and engagement year on year.

The Digital Communications Executive will be responsible for producing, sourcing and managing content across all of Earth Hour's global digital properties namely www.earthhour.org - the campaign's primary digital asset, the Earth Hour email community surpassing 300,000 subscribers and support on platforms such as YouTube, Facebook, Twitter, Yammer and Tumblr which provide the main digital engagement portals for Earth Hour teams and supporters around the world.

Working as part of a core team, the role includes working closely with the WWF network and delivering digital assets to 172 Earth Hour country teams from all around the world. S/he will work closely with the Executive Director and Communications Manager to outline a comprehensive digital rollout strategy. The role will also involve working closely with external digital agencies to manage technical aspects of the website as well as campaign-related innovations and projects.

III. Major Duties and Responsibilities:

- Plan, publish and manage the daily functioning of Earth Hour's digital properties, including content scheduling, analytics and enhancements related to www.earthhour.org, the campaign's main digital property, with views in excess of 3 million a year;
- Create, manage and co-ordinate email communications and digital engagement for the 300,000-strong Earth Hour supporter database;
- As part of the global core team, work with the external and internal communications team in the integration of the overall communication strategy across digital platforms;
- Provide support on management of digital platforms like Earth Hour's YouTube page, the Earth Hour blog, Facebook and Twitter accounts and Meet up pages to reflect the strategic direction and overall strategy of the campaign;
- Regularly monitor user feedback and conduct online audience research to improve and enhance the user digital experience;

- Mobilize and deliver digital assets of the campaign to WWF and Earth Hour country teams around the world;
- Act as the main point of contact on the website including project management for new developments, liaising with external developers/suppliers;
- Work closely with the Business Development Director to manage the digital requests of top sponsor and donors on the Earth Hour properties;
- Perform other duties as required.

IV. Profile:

Required Qualifications:

- Bachelors degree in Communications or related field.
- 1-2 years of experience in an online role, preferably working on a global digital campaign.
- A strong understanding of digital and social media execution.

Required Skills and Competencies:

- Dynamic individual who works well in a fast-paced global environment;
- A creative thinker with experience of developing and implementing a digital campaign strategy, from content production to digital marketing;
- Excellent verbal and written communications skills to produce engaging content and compelling user experience;
- Knowledge about social media platforms such as Facebook, Twitter, Tumblr;
- Proven track record working with a CMS, ideally Drupal and HTML, Photo Shop and Google Analytics tools; knowledge on SEO is desirable.
- Experience in sourcing and managing a number of agencies/suppliers at one time;
- Knowledge of new developments in digital and online innovations including analytics platforms;
- Adheres to WWF's core values: Knowledgeable, Optimistic, Determined and Engaging.
- Interest in environmental and sustainability issues is desirable.

To Apply:

Please send a cover letter along with a copy of your C.V. and 1 writing sample to hr@wwf.sg .
Application deadline is 31st July 2015.