



for a living planet

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

JOB DESCRIPTION

Position title: Manager - Communications

Reports to: Director of 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 Manager Communications will develop and implement communications and media strategies that will enhance the WWF brand profile and positioning as well as support fundraising and outreach activities for WWF Singapore.

III. Major Duties and Responsibilities:

- Implement communications and media strategies for WWF Singapore;
- Work in close tandem with Director of Communications and the entire Comms team
- Manage communications functions that support fundraising and public outreach activities of WWF Singapore across relevant target groups;
- Maintain extensive and positive relationships with national and international media;
- Plan and produce media releases, organize press conferences and monitor media responses;
- Identify opportunities for increasing WWF's visibility in Singapore;
- Coordinate with Digital Media Specialist to generate digital communication, including the content for the Website and social media channels.
- Coordinate, and review the activities, action plans and budget for the communication functions of the department and give timely suggestions
- Develop collaterals and other external communication materials including content for the WWF Singapore website, newsletters;
- Work closely on joint press releases, media materials developed with external partners of WWF
- Monitor digital communication platforms including social media; answer queries posted on Social media channels
- Manage the production, inventory and distribution of marketing materials
- Provide communications and public relations support in the organisation of workshops/ conferences/ events/ meetings so as to achieve WWF Singapore targets and to strengthen the WWF brand;

IV. Profile:

Required qualifications:

- Bachelor's degree in Marketing, Communications or related field
- Over five years' experience in Corporate Communications or Media/Public Relations, including new media

Required skills and competencies:

- Excellent network of media contacts, and proven track record in media relations
- Working experience at a media/digital agency will be an added advantage
- Excellent communication skills in both written and spoken English
- Proven experience in developing communication materials
- High level of competency in utilising new media platforms
- Ability to think strategically
- Basic knowledge of conservation and environmental sustainability issues preferred
- Passionate about conservation
- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined and Engaging*.

V. Working Relationships:

- Internal- Works closely with the Director of Communications and with colleagues from the Corporate Engagement and Membership Engagement Departments, as well as with WWF International and other WWF offices, in coordinating communication efforts in Singapore.
- External- Interacts with the media, private sector, government institutions, NGOs, and relevant regional organizations

This job description covers the main tasks. Other tasks may be assigned as necessary according to organisational needs.

Interested candidates should email a CV and a cover letter with the title "Manager - Communications" to hr@wwf.sg.