



**WWF** *for a living planet*<sup>®</sup>

**Position title:** Digital and Social Media Specialist

**Reports to:** Director Communications

**Date:** October 2014

**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 and Social Media Specialist is responsible for developing and executing the overall strategy for social media and digital marketing efforts for the WWF brand in Singapore. The role includes the development and execution of a digital content strategy, aligned with the overall communications strategy and messaging for the Singapore office, the management of conversations related to WWF in the social community, the management of WWF-owned social media and digital assets, as well as the cultivation of social media influencers for WWF. The person will work across the various departments and support fundraising and outreach efforts for WWF-Singapore.

**III. Major Duties and Responsibilities:**

- Drive and deliver best-in-class digital Marketing campaigns.
- Devise and deliver digital and social media forums for specific projects.
- Drive the use of various web and other tactics to improve website utilisation to drive lead generation.
- Engage with Business and Markets teams to understand requirements and advocate digital strategies.
- Engage the digital audiences in Singapore for specific global campaigns like Earth Hour City Challenge.
- Participate in internal councils and forums related to digital marketing so as to ensure that WWF Singapore keeps pace with developments in the region and syncs with WWF International as well.
- Participate in external seminars and forums to keep pace with digital trends.
- Coordinate executive of existing digital marketing initiatives for WWF Singapore region such as eDM, website optimisation project, social media buying, analytics, reporting and basic designing.
- Implement new digital marketing initiatives for WWF's social media and webs presence so as to further develop the web interface with end user and optimize it for fundraising.
- Monitor and report of trends and KPIs for ongoing digital marketing initiatives. Perform other duties as required.
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#### **IV. Profile:**

##### **Required qualifications:**

- At least three to five years of working experience in Digital Marketing.
- Bachelor's degree in Comms, IT, Digital media or related field.
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##### **Required skills and competencies:**

- Proficient with Microsoft Office, possess functional knowledge or experiences with HTMML/CSS
- Proven ability in working with a matrix organization to drive digital adoption
- Enjoys the building and creation of innovative marketing campaigns
- Excellent communication skills in both written and spoken English, additional language is a plus
- Ability to produce editorial and technical content and research
- Well-versed in working with Singapore's online and digital tools
- Ability to map and execute social media and digital marketing strategy
- Experience with social media analytics tools, APIs and the ability to drive a strategy by testing and metrics
- Experience sourcing and managing content development and publishing
- High level of competency in utilising new media platforms and in-depth understanding of social media platforms, their participants and their community dynamics
- Discretion to identify threats, spams and opportunities in user generated account
- Knowledge of search engine optimisation
- A hands-on team player who is able to work independently
- Preferably have a basic knowledge of conservation and environmental sustainability issues
- Adheres to WWF's values - Knowledgeable, Optimistic, Determined and Engaging

#### **V. Working Relationships:**

Internal - Works closely with the Director of Communications, Assistant Manager Communications, 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](mailto:hr@wwf.sg) with the subject line Digital & Social Media Specialist. **Deadline for applications: 16 November 2014.**