



for a living planet®

JOB DESCRIPTION

From its origins as a small group of committed wildlife enthusiasts, WWF has grown into one of the world's largest and most respected independent conservation organizations – supported by 5 million people and active in over 100 countries on five continents.

For our WWF Singapore office we are looking for a qualified:

Director of Marketing and Corporate Relations

Location:

WWF office in Singapore.

We are looking for a Director of Marketing and Corporate Relations will be expected to provide strategic oversight, lead all marketing initiatives, develop active corporate prospects and major donors. The Director will create and implement strategies for cultivation, solicitation and closure, as well as set and achieve annual targets and goals.

Reporting to the CEO, the candidate must be entrepreneurial, results-oriented, prospect-focused, strategic and intuitive, as well as comfortable working both independently and as part of a team.

Main responsibilities:

- Raise revenue and deliver cost-effective strategies to meet fundraising objectives, keeping abreast of new and best practices in local and global markets for appropriate strategies to implement;
- Manage current and initiate new relationships with corporate partners (i) to achieve the adoption of more sustainable practices within their respective businesses and (ii) increase funding to sustain the environmental and conservation work represented by WWF Singapore;
- Develop, launch and manage corporate engagement products;
- Build WWF reputation on business engagement among the business community by presenting and representing WWF in various platforms;
- Cultivate relationships with key third parties who can advocate among the business community;
- Generate income from high net worth individuals with a passion for conservation and the environment, thereby growing our portfolio of exiting and prospective major donors and philanthropies;
- Develop project sponsorship proposals in coordination with WWF conservation programme teams across the Asia Pacific region and WWF network, especially WWF's Global Initiatives;
- Establish and lead a high-performing Marketing team to deliver objectives, build capacity and ensures succession plans are in place;
- Collaborate and integrate workplans with other departments to align towards the overall organisational goals and objectives;
- Perform other duties as required.

What you need:

Required Qualifications

- Advanced degree in Marketing or Business Administration;
- 8-10 years of professional experience and demonstrated success in engagement with businesses on corporate social responsibility, corporate relations management, marketing or fundraising;
- Previous experience in major donor fundraising is highly desirable.

Required Skills and Competencies

- Proven leadership skills in corporate engagement, project and budget planning and implementation with respect to marketing and fundraising as well as managing multiple donor budgets;
- Experience of building relationships with senior/high profile individuals and foundations;
- Able to manage and motivate direct and indirect reports in a leadership capacity;
- Excellent strategic and innovative skills to translate ideas into deliverables;
- High-level negotiation as well as interpersonal and influencing skills, and the capacity to develop and maintain strong relationships at all levels in the business;
- Excellent oral and written communication skills in English, proficiency in Mandarin will be an advantage;
- Strong interest in conservation;
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

How to apply?

Email a cover letter and CV in English to hr@wwf.sg with the subject line **Director of Marketing and Corporate Relations**.

Deadline for applications: June 30th 2013

WWF is an equal opportunity employer and committed to having a diverse workforce.