



for a living planet[®]

**WWF SINGAPORE
JOB DESCRIPTION**

Position title: Communications Manager
Reports to: Director of Communications
Supervises: N/A
Date: May 2012

I. Mission of WWF Singapore: To ensure a high performing WWF Office with efficient operating systems, professional and skilled staff, and strong financial resources, delivering corporate responsibility partnerships and fundraising for WWF's priority conservation activities in Singapore and the Asia Pacific region.

II. Major Functions: The Communications Manager 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:

- Develop and implement communications and media strategies for WWF Singapore;
- Lead the communications functions that support fundraising and public outreach activities of WWF Singapore across relevant target groups;
- Plan and produce media releases, organize press conferences and monitor media responses;
- Act as the primary point person for the media by establishing and maintaining relations and identifying opportunities for increasing WWF's visibility in Singapore;
- Coordinate, lead and review the activities, action plans and budget for the communication functions of the department;
- Develop collaterals and other external communication materials including content for the WWF Singapore website, newsletters;
- Develop, coordinate and monitor digital communication platforms including social media;
- Manage the production, inventory and distribution of marketing materials and merchandise;
- 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;
- Perform other duties as required

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, with at least three years at a managerial level

Required skills and competencies:

- Ability to think strategically
- Excellent network of media contacts, and proven track record in media relations
- Excellent communication skills in both written and spoken English
- Proven experience in developing communication materials
- High level of competency in utilising new media platforms

- Preferably have a basic knowledge of conservation and environmental sustainability issues
- 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 applicants should send a CV and cover letter, indicating the position applied for in the subject line to hr@wwf.sg by 13 May 2012.