



WWF *for a living planet*[®]

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 Communications

Location:

WWF office in Singapore.

We are looking for a Director of Communications to be responsible for the development of WWF Singapore's communication strategy and will contribute to its organisational strategic planning process. The Director will develop, integrate, and implement a broad range of public relations activities relative to the strategic direction and positioning of the organisation and protect the organisation's brand reputation. Reporting to the CEO of WWF Singapore, the Director will lead WWF's varied and integrated communications products and services including: media engagement, newsletters and other print publications, web, e-news and other online communications including social and digital media..

Main responsibilities:

- Develop and implement a comprehensive communications strategy including identifying key priorities for advocacy and media engagement in Singapore and the region;
- Lead and manage effective nationwide campaigns leveraging media and public relations;
- Drive the digital media strategy with the aim of developing and strengthening WWF Singapore's online presence;
- Increase brand awareness across target segments through effective communications and digital/ online media channels;
- Develop creative strategies with new and existing communications tools;
- Take the lead in public events with the media and various stakeholder fora;
- Oversee the education outreach program of WWF Singapore to foster greater alliance and outcomes with the local school community on conservation issues;
- Build and maintain strong relationships with a wide range of print and online media in Singapore;
- Plan and manage rapid-response communications in times of organisational crises;
- Collaborate with internal departments to integrate and align with organisational goals and objectives;
- Perform other duties as required.

What you need:

Required Qualifications

- Minimum of Bachelor's degree in Mass Communications, Public Relations or Journalism, Master's degree preferred;
- 8-10 years of proven leadership experience, with demonstrated success in engaging with teams in public relations, marketing communications and outreach;
- Experience in online, web and social media content development.
- Relevant working experience in the international NGO sphere is advantageous.

Required skills and competencies:



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- Demonstrated success in developing public relations and communications plans and effective media relations strategies with a wide network of media outlets;
- Excellent strategic and analytical skills and the ability to distil complex concepts into concise messages;
- Ability to assess the effectiveness of public relations campaigns and overall communications planning relative to particular audiences in order to produce desired results;
- Superior oral and written communication skills in English, where proficiency in Mandarin is a distinct advantage;
- Proven leadership and superior interpersonal skills with the ability to inspire and develop others;
- Excellent organisational and interpersonal skills with ability to function in a multi-cultural environment;
- A 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 Communications**.

Deadline for applications: June 30th 2013

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