



**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:

## Digital and Social Media Specialist

### Location:

WWF office in Singapore.

We are looking for a Digital and Social Media Specialist to develop and execute 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.

### Main responsibilities:

- Build and maintain the content distribution network by way of social media channels (Facebook, Twitter, Instagram, Tumblr, etc)
- Develop, create and manage content for WWF-Singapore social media and digital channels
- Manage the WWF-Singapore digital community by monitoring, participating and mediating conversations relevant to the WWF-brand
- Monitor digital/social media trends and enhance WWF-related content to drive engagement in the online community
- Identify threats and opportunities in social media content surrounding the WWF brand in Singapore, report to appropriate parties;
- Monitor and cultivate social media influencers for WWF-Singapore;
- Conduct keyword research including cataloging and indexing target keyword phrases;
- Optimizing tags, on our feeds, sharing sites like YouTube/Flickr and search engines through copywriting, creative & keyword optimization & buzz pocket mining;
- Create and update daily, weekly and monthly reports on social media and digital engagement;
- Analyze global campaigns and translate anecdotal or qualitative data into recommendations for social media engagement;
- Liaise with team members to support projects, develop stories and clarify key messages, offer practical and creative solutions to problems encountered;
- Provide communications and public relations support in the organisation of external activities so as to achieve WWF Singapore targets and to strengthen the WWF brand;
- Perform other duties as required.

### What you need:

#### Required Qualifications

- At least three to five years' in advertising, communications, media/ public relations and/or social media.
- Bachelor's degree in Marketing, Communications, Web Development, IT or related field.



**for a living planet®**

**Required skills and competencies:**

- Proficient with Microsoft Office, possess functional knowledge or experiences with HTML/CSS
- Good IT and digital media skills with some marketing experience is desirable, but not essential
- Attention to detail
- Demonstrated creativity and documented immersion in social media
- Excellent communication skills in both written and spoken English, additional language is a plus
- Ability to produce editorial and technical content and research
- 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*

## How to apply?

Email a cover letter and CV in English to [hr@wwf.sg](mailto:hr@wwf.sg) with the subject line **Digital & Social Media Specialist**.

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