

## **JOB POSTING**

**DATE: 13 Feb 2019**

### **ROLE & DEPARTMENT**

Senior Manager in the Awareness, Communications & Education (“**ACE**”) Team  
Reporting to the General Manager

### **INTRODUCTION**

#### **Mission**

To Eradicate Breast Cancer as a Life - Threatening Disease.

#### **Vision**

- To be the charity organisation that firmly advocates early detection to save lives and breasts of women in Singapore.
- To see a decline in breast cancer mortality by encouraging women to empower themselves to go for regular screening.
- To be the catalyst of change for society’s perception of breast cancer by educating young and old, irrespective of gender, ethnicity and social background.
- To be acknowledged for dedicated care and love for the community through its support services for breast cancer patients and families.
- To be recognised as a pillar of support for families, caregivers, employers and healthcare professionals who influence the lives of women with breast cancer.
- To provide support to men whose lives are impacted by their female loved ones afflicted with breast cancer.
- To inspire corporations, institutions, individuals, organisations and the community at large to extend their support for our cause by volunteering their time and resources.

### **MORE ABOUT THE ROLE**

The Senior Manager of ACE leads the ACE Team (of 3) to execute the awareness, communications and education initiatives of Breast Cancer Foundation (“**BCF**”) to fulfil BCF’s mission through:

- Public awareness & education
- Marketing communications & branding
- Partnerships with governmental authorities and agencies, corporations, philanthropic foundations, community groups and other organisations and institutions

### **Core Responsibilities of Senior Manager, ACE**

- **Public Awareness & Education and Marketing Communications & Branding**
  - Manage marketing communications and branding efforts through traditional & digital mediums with the aim to increase awareness and educate the public about breast cancer, narrate BCF’s impact, inspire action and garner support.
  - Develop the annual marketing plan for BCF.
  - Provide leadership and supervise the implementation of integrated marketing and communications campaigns across PR and social media, digital marketing, and event management.
  - Drive and manage BCF’s key campaigns and signature events.

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- Develop BCF's Annual Report, senior stakeholder engagement communication, and thought leadership content.
- Supervise marketall stakeholder engagement communications, including BCF's PR and social media, e-newsletters, EDMs and regular engagements with BCF members, donors and volunteers.
- Be responsible for speeches, statements and media releases for or on behalf of BCF.
- Handle and manage engagement with media and the press.
- Monitor and analyse outcomes of marketing efforts through monthly reports.
- **Partnerships**
  - Represent BCF in its public relations to raise BCF's profile, including conducting presentations, conferences and meetings with various stakeholder groups.
  - Represent BCF as liaison for nation-wide Breast Cancer Awareness Month campaign.
  - Design strategies and supervise BCF's programmes and activities to acquire and cultivate strategic partnerships with corporations, donors, sponsors and other relevant stakeholders.
  - Supervise and implement BCF's fund-raising strategies, programmes and activities, including BCF Ambassadors and Corporate Friends of BCF programmes.
  - Manage media agencies, branding consultants, design consultants, event management companies and other similar parties engaged by BCF.
- **General Matters**
  - Provide support to the General Manager and Executive Committee through information on ACE matters and analysis thereof, for the General Manager and Executive Committee to provide guidance and make decisions to achieve BCF's goals, mission and vision
  - Ensure that the General Manager and Executive Committee remains apprised of key matters and developments relating to ACE matters, through regular and ad-hoc reporting
  - Assist the General Manager to formulate the policies and procedures of the ACE Team and enforce its application in the day-to-day running of the ACE Team
  - Supervise and manage the work carried out by the ACE Team
  - Provide leadership and motivation to the ACE Team to give their best to BCF
  - Assist the General Manager in the management of ACE Subcommittee meetings
  - Accountability to the General Manager and the Executive Committee for the overall performance and goals of the ACE Team
  - Perform any other related duties assigned by the General Manager and Executive Committee

## **CREDENTIALS**

The ideal candidate for the role of Senior Manager of the ACE Team would possess the following experience and attributes:

### **Experience**

- A minimum of 8 years' working experience with 2-4 years spent in a leadership / team management capacity. Prior experience in a Voluntary Welfare Organization would be a definite advantage.
- Experience and expertise in marketing, communications and branding.
- Experience planning, running and supervising awareness and fund-raising events.
- Excellent command of spoken and written English.

### **Leadership Attributes**

- Ability to think strategically and creatively.

- Ability to influence and motivate staff.
- Leadership style that is inclusive, respectful and involved.
- Ability to interact and work with people at all levels.
- Meticulous, adaptable and able to multi-task.

If you are interested please send your detailed resume to [hr@bcf.org.sg](mailto:hr@bcf.org.sg)