



JOB POSTING

DATE: 25 Feb 2019

ROLE & DEPARTMENT

Position: Senior Executive, Community & Digital Marketing

Department: Awareness, Communications & Education (ACE)

Reports to: Senior Manager, ACE

Early Detection Saves Lives, Saves Breasts

Statement of Purpose:

The Senior Executive will be part of a dynamic and energetic events, marketing, and communications team that functions as specialists who develop and implement integrated marketing and communication campaigns that reflect the mission and vision of Breast Cancer Foundation of saving lives with early detection education and advocacy, and improving survivor well-being by providing dedicated care and love through its support services for breast cancer patients and their families.

Specialists within ACE will each own and be accountable for their specific portfolios – Events & Marketing, PR & Communications, and Community & Digital Marketing - as well as work closely with cross-functional colleagues to achieve wider organisational goals.

Job Description

The Community and Digital Marketing Senior Executive plays a key role by planning and executing effective digital initiatives and social media campaigns to create awareness, increase advocacy of early detection of breast cancer through digital and social media platforms. This role also needs to integrate all fundraising campaigns, signature events, and communications initiatives online and offline.

Duties and responsibilities include but are not limited to the following:

Management of all BCF Community and Digital Marketing responsibilities.
Deliverables include:

1. Digital Marketing

- Work closely with the ACE Senior Manager to develop and execute an integrated digital and social media strategy.
- Manage bcf.gov.sg, and project manage website revamp, if necessary.
- Work with colleagues on continual website content development, refinement and management.
- Execute awareness and fundraising campaigns, with strong call to action, across various digital platforms.
- Collate and analyse website and social media data to gain insight and drive continuous improvements to bcf.org.sg user experience. Combining anecdotal data with quantitative analytics, track and analyse the performance of digital and social media campaigns to translate into recommendations for revising future awareness and fundraising campaigns.

Breast Cancer Foundation
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Kallang Leisure Park
Singapore 397693

Phone
(65) 6352 6560
Fax
(65) 6352 5808

Email
enquiries@bcf.org.sg
Website
www.bcf.org.sg/

2. Social Media Monitoring and Analysis

- Work with BCF's PR & Communications Senior Executive to execute the social media calendar, then monitor and track target audience engagement on social media, and recommend necessary course of action where online engagement require improvement.

3. Design / Digital Agency Appointment & Management

- Work closely with the ACE Senior Manager to secure a creative design / digital agency (three quote system), manage agency brief and pitching timelines, assessment, and final appointment.
- Work closely with the design / digital agency, from briefing organisational and project goals, to being key point of contact for day-to-day liaison and follow-up, and invoicing.
- Work with the design / digital agency to develop marketing and communication elements including brand guidelines, email signatures, event backdrops, digital marketing and social media campaign assets.

4. Others

- Keep abreast of current and upcoming trends in educational materials (digital and print) and breast cancer statistics in Singapore and globally.
- Conduct breast cancer awareness talks to corporations and community groups, if necessary.
- Providing support to ACE Manager/ General Manager for matters pertaining to ACE and Fundraising, and Support & Volunteer subcommittees.
- Ad-hoc duties as required by the organisation.

Requisite Attributes

1. Qualifications	Degree; preferably in mass communications, media and marketing, or a related field.
2. Years of relevant experience	<ul style="list-style-type: none">• Digitally savvy, with minimum 2 years in conceptualising, proposing, planning and executing online digital marketing campaigns which result in driving traffic, engagement, and donation of fund (will be a bonus).
3. Interpersonal and communication skills	<ul style="list-style-type: none">• Writes well; ability to write succinctly in a variety of communication styles.• Articulate story-teller; presents ideas effectively to individuals or groups. Delivers presentations suited to the characteristics and needs of the audience.• Collaborator and teamplayer; interacts with people opening and directly. Able to solicit

	views, develops and mains excellent working relationships with colleagues and external stakeholders.
4. Strategic Thinking	<ul style="list-style-type: none"> • Demonstrates sound understanding, judgement and critical ability to manage moving parts of a project and / or difficult stakeholders. • Able to diagnose issues, and / or call attention to challenges and opportunities, and take or evoke appropriate action. • Have a deep sense of BCF's cause, and consistently operates to organisational goals.
5. Planning and organisational skills	<ul style="list-style-type: none"> • Able to self-manage and manage multiple, concurrent projects with different timelines. • Able to identify resources needed for a project, and plan for efficient use of human capital. • Able to identify budgeting needs for a project, and strictly manage assigned budget.
6. Computer literacy	<ul style="list-style-type: none"> • Required
7. Other attributes	<ul style="list-style-type: none"> • Ability to respond quickly in a fast-paced environment. • Resourceful, proactive and takes initiative to produce effective results. • Helms own learning and professional development. • Proactively keeps self current with networks, and up-to-date sectorial research and information.

If you are interested please send your detailed resume to hr@bcf.org.sg