



JOB POSTING

DATE: 25 Feb 2019

ROLE & DEPARTMENT

Position: Senior Executive, Events & 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.

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

1. Events Management

Project manage all BCF events including the Pink Ribbon Walk.

- Determine target audience, goals, and objectives to ensure success.
- Project manage internal taskforce and external vendors to ensure that event is delivered on time and within budget.
- Establish and monitor event branding, themes, marketing and project timeline.
- Source, manage and negotiate agreements and contracts with vendors.
- Work independently on events from conceptualisation to reconciliation against best-practice and standard operating procedures; including pre-event organisation, budget management, compliance approvals, onsite execution, staff management, senior management liaison, final cost analysis.
- Manage all venue logistics before, during and after the events, including setup, teardown, and staffing.
- Define and execute the communications plan (emails, conference calls, calendars, etc.) to keep internal stakeholders informed about all information related to events.
- Work closely with ACE team and Senior Manager to plan and execute all marketing campaigns, including social media, online listings and display advertising campaigns for signature events.
- Identify creative ways to market to new audiences and stakeholders.
- Work closely with Partnerships & Fundraising to reach out to sponsors/partners with formulated sponsorship strategies to attain financial viability for projects and events.
- Identify and track successful event measurements & outcomes.
- Ensure that agreed targets for signature events are achieved.

Breast Cancer Foundation
5 Stadium Walk #04-03/08
Kallang Leisure Park
Singapore 397693

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(65) 6352 6560
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(65) 6352 5808

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Website
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- Develop qualitative and quantitative pre- and post-event surveys, post-event evaluation, reporting, and analysis.

2. Marketing

- Drive marketing communications, branding efforts, proposals, appeals and pitches.
- Perform market review, analysis and put up recommendations for management.
- Able to write and provide editorial support in creative materials for event promotions and direct marketing.
- Support and coordinate key research initiatives, then develop and implement comprehensive marketing plans to communicate research findings.
- Pursue partnership opportunities to drive awareness and conversion.
- Manage campaign budgets, generate and analyse monitor sales report.

3. Partnerships / Third-party Collaborations

- Serve as liaison between corporate partners, event vendors and the organising team.
- Manage and track marketing inventory for brand activations.
- Prospects and works with Partnerships & Fundraising / General Manager to secure partnerships and sponsorships.
- Development of leads database for new partners.
- Responsible for fulfilment of marketing agreements and overseeing execution in third-party events.

4. Others

- Conduct breast cancer awareness talks to corporations and community groups.
- Providing support to ACE Senior Manager/ General Manager for matters pertaining to ACE, Support & Volunteer, and Fundraising 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	Minimum 3 years.
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.

	<ul style="list-style-type: none"> • Collaborator and team player; 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