



JOB POSTING

DATE: 5 March 2019

ROLE & DEPARTMENT

Position: Senior Executive, Public Relations & Communication

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 Public Relations & Communications Senior Executive plays a key role by developing, shaping and executing BCF's communications strategy to create awareness, increase advocacy of early detection of breast cancer through traditional print, digital, and social media platforms. This position also needs to work closely with cross-functional colleagues and external stakeholders including sponsors, volunteers, and partnering agencies to achieve BCF's objectives.

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

Management of all BCF PR and Communications responsibilities.

1. PR Agency Appointment & Management

- Work closely with the ACE Senior Manager to secure a PR agency (three quote system), manage agency brief and pitching timelines, assessment, and final appointment.
- Work closely with the PR agency, from briefing organisational and project goals, to being key point of contact for day-to-day liaison and follow-up, coverage monitoring and analysis, reporting, and invoicing.

2. PR & Communication Development, Pitching, Monitoring and Analysis

- Develop and manage an integrated PR and social media plan that complements BCF's calendar of campaigns and signature events.
- Draft and / or edit media materials including key messages, press statements, speeches, responses to the public / media queries, media pitches, fact sheets and FAQs both internal and external.
- Constantly have on hand an inventory of assets i.e. survivor and caregiver stories for media spotlights / features.
- Have a journalist and influencer rolodex to proactively pitch to traditional print, online and digital media, as well as broadcast - TV channels and radio.
- Work closely with ACE Senior Manager on the management of all press events and conferences.

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- Develop and / or give input to corporate marketing and communications materials including marketing collaterals, e-newsletters, and invitations.
- Work closely with the ACE Senior Manager to develop BCF's annual report.
- Monitor and send out daily news alerts / mentions to colleagues, and senior stakeholders, if relevant.
- Gather, and analyse PR data to maintain frequency and depth of coverage.
- Work with BCF's Digital Marketing to monitor and track target audience engagement on social media, and recommend necessary course of actions where online engagement require improvement.
- Monitor delivery of key messages aligned with BCF's mission, measure media placements and develop post event evaluation and reporting to demonstrate PR effectiveness.

3. Others

- 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	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. • 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.

	<ul style="list-style-type: none">• 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.
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If you are interested please send your detailed resume to hr@bcf.org.sg