



## JOB DESCRIPTION

<b>Programme Name</b>	Corporate Services
<b>Section</b>	Marketing & Communications
<b>Job Title</b>	Manager/Senior Manager, Marketing & Communications

### GENERAL SUMMARY

The Manager/Senior Manager, Marketing & Communications is responsible for the planning, development and implementation of HCSA Community Service's overall communications strategy:

- Works collaboratively with senior leadership to develop and implement marketing, public relations and communications strategies to raise awareness and broaden the impact of HCSA's programmes.
- Provides overall leadership of HCSA's public relations, marketing and communications function, with the aim of raising HCSA's media profile.
- Responsible for the development and implementation of marketing collateral and other supporting materials in the area of marketing, communications and public relations.
- Responsible for the development, implementation and management of digital marketing and communication efforts to support HCSA's overall communications strategy:
- Provides overall management of HCSA's social media marketing and digital communication efforts, with the aim of raising HCSA's profile.
- Coordinates the development and implementation of digital marketing campaigns and online advertising efforts in line with marketing and communication goals.

Within HCSA, the position has primary working relationships with the Chief Operating Officer, senior management team, staff of the Marketing & Communications team, and heads/ reps from the various programmes. Outside of HCSA, the position coordinates primarily with the media, government and corporate partners, and external vendors.

### DUTIES AND RESPONSIBILITIES

#### RESPONSIBILITIES:

##### 1. Corporate Marketing

- a. Strategise and execute key marketing plans and tactics including the running of campaigns leading to increased awareness.
- b. Development of overall marketing communications plan and strategy.
- c. Development of overall marketing communication budget.
- d. Copywriting and vetting of marketing collateral.

- e. Content development for internal and external collateral including magazines, press releases, brochures, website and electronic DMs.
- f. Ensure consistent brand image and messaging in all communication channels, in line with vision, mission and branding guidelines.
- g. Provide editorial direction, design, production and distribution of all print and online media.
- h. Organise and coordinate VIP visits and provide event communications support.
- i. Manage relationship with external vendors to ensure timely and quality deliverables.

## **2. Public/Media Relations**

- a. Design and execute overall public and media relations strategy to increase HCSA's brand awareness.
- b. Develop public relations plan detailing strategy, tactics, messages, channels, outcomes and measurements to achieve set goals.
- c. Field incoming media queries, develop media contacts in print, broadcast and other industry and community influencers important to HCSA's mission.
- d. Draft press materials, including press releases, talking points, speeches and fact sheets on organisational programmes, initiatives and key messages.
- e. Facilitate and manage media interviews with appropriate HCSA staff and prepare appropriate briefing materials.
- f. Handle all crisis communications whenever needed.
- g. Serve as HCSA's spokesperson and media contact.

## **3. Digital Marketing**

- a. Develop effective digital marketing strategies and manage relevant digital platforms to achieve the following:
  - i. Strengthen online communication channels through leveraging existing platforms and identifying new/suitable tools where appropriate
  - ii. Plan and implement digital strategies to increase brand awareness, drive online traffic and engagement, and grow online supporter base
- b. Oversee organisation-wide social media marketing efforts
  - i. Manage HCSA's social media presence across multiple platforms (e.g. Facebook, Instagram, LinkedIn, YouTube etc.)
  - ii. Develop and execute monthly social media content calendars, including creatives, copywriting and publishing/scheduling.
  - iii. Plan and implement social media campaigns to achieve HCSA's overall marketing and communication objectives.
  - iv. Propose and implement social media advertising where appropriate.
  - v. Conduct regular social media monitoring, with regular reports to senior management.

- c. Track and measure effectiveness of content, projects and campaigns through media monitoring on respective digital platforms.
- d. Develop manuals, guidelines and policies for digital media platforms, as necessary.
- e. Drive digital projects based on analysis of key insights and recommendations
  - i. Perform social media audits and research on digital marketing initiatives by other Social Service Agencies (SSAs) or relevant organisations in Singapore, and evaluate their success
  - ii. Propose how HCSA can adapt best practices where relevant
- f. Work closely with agencies and online media to develop and execute effective digital marketing and advertising campaigns where appropriate.

## QUALIFICATIONS

### EDUCATION & EXPERIENCE

- Bachelor's degree with 5 to 10 years of prior relevant work experience.
- Experience in developing and managing marketing plans and budgets.
- Experience overseeing the design and production of print materials and publications.
- Experience in events planning and execution.

### TECHNICAL COMPETENCIES

- Demonstrated skills, knowledge and experience in the design and execution of marketing, digital marketing, communications and public relations initiatives.
- Strong understanding and working knowledge of best-practice tools and approaches including social media and digital marketing, social media platforms and their affordances.

### CORE COMPETENCIES

- Strong creative, strategic, analytical, organizational and interpersonal skills.
- Excellent oral, creative and copywriting skills.

### OTHER REQUIREMENTS

- Good working knowledge of digital marketing principles and tools, such as SEO/SEM, Google Analytics and Google AdWords.
- Ability to multi-task effectively and meet deadlines.
- Experience in change management and crisis communications an advantage.
- Proficient in word processing tools, with knowledge of Photoshop/Illustrator and video editing software a bonus.