

BASIC DETAILS

Job Title:	Communications & Advocacy Executive
Department:	Community Partnerships and Communications
Work Location:	7A Toa Payoh Lorong 8 #02-09 Singapore 319264
Reporting To:	Community Partnerships and Communications Manager
Type of Employment:	Full Time

JOB DESCRIPTION

The Communications & Advocacy Executive will plan and execute ABLE & ABLESEAS overall communication strategy including internal communications and marketing ABLE & ABLESEAS positioning to stakeholders. The role will also be responsible for managing ABLE's Volunteer programme.

Responsibilities

Communications & PR:

1. Review and support corporate marketing / event publicity and branding collaterals to ensure adherence to ABLE & ABLESEAS corporate identity and branding standards, and alignment with corporate mission and messages.
2. Develop and execute effective digital, web and social media marketing and communication efforts.
3. Manage and update corporate website and social media platforms including regular social listening (Instagram, Facebook, LinkedIn, etc.) and provide analysis.
4. Support production of multi-channel corporate marketing / event publicity and branding collaterals including but not limited to information booklets, brochures, posters, banners, presentations and videos.
5. Develop compelling narratives, creatives and engaging content of ABLE clients and caregivers that reinforce ABLE & ABLESEAS mission, purpose and beliefs.
6. Manage and develop a robust content calendar aligned with key church and social services themes as well as national social services events.
7. PR & Media management; organise media interviews and press events; write press releases; compile commentaries and supporting op-eds that articulate ABLE & ABLESEAS respective positions on acquired physical disabilities.
8. Write and organise reports/documents such as annual report; write and create presentation decks.
9. Conduct regular post campaign analysis and evaluation, track and measure effectiveness of campaigns with continual refinement of approach and strategy.
10. Collaborate with other teams in employee engagement and culture building efforts such as organising Townhall and employee meetings.
11. Publish monthly employee newsletter as part of employee engagement.
12. Provide assistance and coordinate corporate functions, events, and activities by providing social media support and photography support at events.

Volunteer Management:

1. Explore, plan and manage all publicity and outreach efforts for volunteer recruitment and engagement initiatives.

2. Screen, plan and coordinate volunteer orientation, including aligning with ABLE's Integrated Services professionals on client care requirements.
3. Work closely with ABLE's Corporate Programmes as well as Integrated Services Programmes teams in support of projects for ABLE's clients and caregivers.
4. Conduct volunteer appreciation and engagement programmes to foster and strengthen ABLE's pool of volunteers.
5. Manage the volunteer database including ensuring that the Volunteer Management System (VMS) is up-to-date.
6. Prepare timely reports and analysis on volunteer deployment and participation in ABLE's initiatives.

Any other duties as assigned by the Community Partnerships and Communications Manager.

Requirements

- At least 2-3 years of experience in a marketing / communications role.
- Diploma/ Degree in Mass Communications/Marketing/Business Administration or related field.
- Knowledge and understanding of communication practices and techniques including in social media, such as but not limited to Facebook/Instagram/LinkedIn.
- Possess excellent written and verbal communication skills.
- Possess strong analytical skills and data-driven thinking.
- Meticulous with an eye for details, sensitive to typography, colour and design trend in collateral productions.
- Skills in visual, video editing and photography will be an advantage.
- Proficient in MS Office Applications and Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Ability to work under pressure to meet deadlines, proactive, enthusiastic, self-motivated and result oriented.
- Possess problem solving skills.
- Adaptable team player, able to work independently in a fast-paced environment.
- Possess excellent interpersonal skills with the ability to manage cross-functionally and handle multiple tasks.
- Growth mindset, willingness to learn and open to new ways of doing things.
- Experience in Social Services sector, volunteer management will be an advantage.