

BASIC DETAILS

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

JOB DESCRIPTION

As someone who is passionate about creating impact and helping to change lives in the Social Service sector, the role is critical to grow ABLE's presence among corporate and individual sponsors, helping to ensure ABLE's financial sustainability to continue helping the physically challenged overcome adversity and live normal lives.

Responsibilities

The following are primary responsibilities of the role with opportunities for incorporating additional responsibilities as the role evolves:

Campaign and Event Planning

- Assist in the planning and execution of creative fundraising events and activities, including digital fundraising campaigns, that promote ABLE's cause and unique proposition.
- Contribute fresh ideas for impactful initiatives where appropriate.
- Help maintain a calendar of marketing activities and events, with a key mandate on annual fundraising activities.

Campaign and Event Execution

- Assist to create compelling and differentiated fundraising campaign assets and content that enable ABLE to stand out from other non-profits. This includes, but is not limited to, supporting the preparation of marketing collateral, fundraising proposals, donation appeals, sponsorship packages, appreciation letters / emails.
- Help to handle event logistics, and where appropriate, lead the effort of working with vendors, partners, staff, volunteers, and attendees to ensure smooth execution and high-quality standards of donor experiences.

Campaign and Event Analysis and Reporting

- Assist to prepare insightful reports on performance of campaigns and events across various channels.

Stakeholder Management and Cross-functional collaboration

- Work closely with fellow Community Engagement & Partnerships Team members and other ABLE colleagues to execute campaigns and events that promote ABLE's financial sustainability.
- Help grow ABLE's awareness with corporate and community partners.
- Assist to ensure donor database is accurate and updated in a timely manner.
- Close teaming with various departments to achieve common goals, fostering a dynamic and collaborative work environment.

Technical Competencies

- Possess excellent project management skills with the ability to manage cross-functionally and handle multiple tasks.
- Adaptable, resourceful and resilient professional who possesses good leadership and stakeholder management skills.
- Excellent written and verbal communication skills, fundraising / marketing communications

Core Competencies

- Meticulous with the ability to work under pressure and to deadlines, proactive, enthusiastic, self-motivated and results oriented.
- Possess problem solving skills.
- Able to work independently in a fast-paced environment.
- Able to roll up sleeves, team player, compassionate, committed and accountable.