

## **BASIC DETAILS**

Job Title:	<b>Assistant Manager, Community Engagement</b>
Department:	Community Partnerships & Communications (CPC)
Work Location:	7A Lorong 8 Toa Payoh #02-09 Agape Village Singapore 319264
Reporting To:	Head, Community Partnerships & Communications
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 brand presence and awareness in the community, including key stakeholders, corporate and individual donors helping to ensure ABLE's financial sustainability to continue helping the physically challenged overcome adversity and live normal lives. This role will play a pivotal part in enhancing our marketing communications efforts, campaign planning and event execution, fundraising and donor engagement, supporting business development initiatives.

## **KEY RESPONSIBILITIES**

### **Campaign Planning 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.
- Lead in the planning and execution of creative fundraising events and activities, including ABLE's charity events and community outreach initiatives.
- Coordinate event logistics, promotional materials, and post-event follow-up.
- Maintain a calendar of marketing activities and events, with a key mandate on raising fundraising initiatives, community & corporate engagement, brand awareness.
- Work closely with fellow Community Partnerships & Communication Team members and other ABLE colleagues to execute campaigns and events that promote ABLE's brand equity and community awareness.
- Utilise data analytics tools to track and prepare insightful reports on key metrics related to the performance of marketing campaigns and communications efforts.

### **Brand Awareness and Communications**

- Assist to develop and execute comprehensive marketing plans aligned with ABLE's overall business goals, including showcasing ABLE's client-centric 4Rs programmes and impact.
- Assist to build and implement marketing strategies and tactics that will help to achieve ABLE's mission to make a positive impact for people with acquired physical challenges and their family caregivers.
- Collaborate with cross-functional teams to align marketing efforts and overall business strategy.
- Create and execute content marketing strategies that drive engagement and conversions.
- Manage multi-channel marketing / event publicity and branding initiatives including executing effective digital, web and social media marketing and communication efforts.
- Oversee update of ABLE website and social media platforms including regular social listening (Instagram, Facebook, LinkedIn, etc.) and provide analysis.
- Assist ABLE's public relations efforts including developing and maintaining relationships with the media, handling media inquiries and preparing ABLE spokespeople for interviews.
- Oversee and refresh ABLE's annual report.

## **Fundraising / Donor Engagement**

- Partner with ABLE leadership, staff and Board members to develop a compelling suite of giving opportunities for donors to support ABLE's cause
- Help explore, plan and manage all publicity and outreach efforts for donor engagement and recruitment.
- Assist to drive and cultivate new sources of donorship to expand donor pipelines and support the sustainability of ABLE.
- Manage and ensure donor database is accurate and updated in a timely manner.
- Manage and ensure that the Donor Management System (DMS) is up-to-date.

## **Requirements**

- Bachelor's degree in Marketing, Communications, Multimedia, Business, or related field.
- Minimum 5 years of relevant marketing and communications experience
- Possess excellent project management skills with the ability to effectively collaborate across functions and handle multiple tasks
- Previous experience conceptualizing and managing innovative charity events will be an advantage.
- Excellent written and verbal communication skills, adept at content editing and creation
- Meticulous with the ability to work under pressure and to deadlines, proactive, enthusiastic, self-motivated and results-oriented
- Creative thinking and problem-solving abilities
- Adaptable, resourceful and resilient professional who possesses good leadership and stakeholder management skills
- Proficiency in marketing software and analytics tools e.g. Google Analytics.
- Experience with graphic design and video editing software
- Knowledge of SEO best practices
- Familiarity with CRM systems e.g. Salesforce, Microsoft Dynamics
- A good team player, compassionate, committed and accountable.
- Growth mindset, willingness to learn and open to new ways of doing things.
- Experience in Social Services sector, event planning, fundraising and donor management will be an advantage

