



Role Title:

ASSISTANT MANAGER/MANAGER, COMMUNICATIONS & MARKETING

Role Information:

Role Type	Pay Band	Location	Duration	Reports to:
		Singapore	Indefinite	Executive Director

Role Purpose:

The Assistant Manager/Manager, Communications & Marketing reports to the Executive Director. This role will be responsible for engaging and enthusing community partners, volunteers and donors to co-create and champion the cause supporting the strategic intents for the delivery of quality services and programmes/projects activities of Mercy Relief.

About Us:

Mercy Relief was established in 2003 to respond to human tragedies and disasters in Asia Pacific. We are Singapore's leading independent disaster relief agency with dedicated leadership, capacity building expertise and an affiliate network operating across the entire disaster management cycle.

Mercy Relief provides emergency aid within 72 hours of an appeal in the aftermath of a disaster. Our longer-term sustainable development programmes aim to uplift and empower communities in five key areas: water and sanitation, shelter, sustainable livelihoods, healthcare and education.

Function Overview:

Disaster relief and sustainable development projects are at the core of Mercy Relief's International Programmes. We draw on technology and innovation, as well as creative partnerships with other organizations to help us come up with better and more effective solutions to the challenges we face. We also document our field experiences and publish them in reports for various stakeholders – it is our way of sharing what we have learnt in the hope that others will benefit from it.

To raise awareness in Singapore of the work we do, Mercy Relief spreads its message of empowerment through various platforms, including public events and giving talks at corporate organizations. We share stories from the ground, in the hope of inspiring people to join us and champion our vision of care and compassion.

You are the professionals to know how to develop marketing strategies that will attract donors and sponsors, take ownership of business intelligence to the next level to develop and enhance the Mercy Relief brand.

Main Opportunities/Challenges for This Role:

- Experts on what's new and now. Adept at developing cost-effective ways of promoting products and programmes.
- To lead effective campaigns, these managers not only need to be able to analyze marketing trends, but they also need to make cost-saving decisions for production.
- To increase the reach and impact of Mercy Relief's profile and visibility through the delivery of high value and influential marketing, communications and PR in Singapore and internationally, thereby significantly contributing to the development of new programme partnerships and funding opportunities.

Main Accountabilities:

Communications and Public Relations

- Responsible to create and provide content to populate Mercy Relief's various communication platforms and manage relationships with external public relations agencies and media organisations and agencies.
- Responsible for overseeing and producing collaterals such as blogs, press releases, annual reports to ensure effective communications to all stakeholders.
- Develop and provide communication tools through presentations and related materials for team and partners to raise awareness for Mercy Relief.
- Attend to and address any inbound or outbound inquiries and/or requests such as media relation.
- Develop and execute an effective marketing plan and strategy that maximizes tool utilization, channel diversity and branding efforts.
- Champion storytelling and cause building initiatives within the organization.

Stakeholder Relations

- Develop and manage platforms to communicate important information to stakeholder groups, tailoring messaging based on their contributions.
- Continually find ways to show appreciation and gratitude to various stakeholders such as donors, partners and volunteers.

Event Management & Fundraising Initiatives

- Oversee and manage overall logistics for events, conferences and project activities.
- Manage third-party contractors related to the public relations, event management and logistics of the event(s) to ensure that timelines are met.
- Develop collateral and materials to drive event awareness and registration including but not limited to public relations, social media strategies and outreach.

Marketing

- Contribute to conceptualising, development and production of marketing collaterals, online, brochures and other productions.

- Develop, plan, execute and monitor online and offline marketing communications activities in support of Mercy Relief’s charitable activities
- Develop clear, compelling and consistent messages and materials to stakeholders.
- Develop affiliate marketing, prospecting and securing partnership collaborations as well as sponsorship.
- Responsible for briefing, image selection, copywriting/editing, tonality and timely execution for ATL, BTL and digital communication projects in Mercy Relief.
- Design fundraising campaigns to include targeting and segmentation of audience, monitoring and tracking metrics
- Provide support for all fundraising, outreach and corporate engagements and collaborations.

Key Relationships:

As an enabling team, Mercy Relief work mainly serves our beneficiaries and their communities: in Education, water and sanitation, shelter, sustainable livelihoods, healthcare. Many roles need to work in close collaboration with other enabling teams – Partners and International NGOs (owners of Ground Business process, associates and contractors), Donors and corporates (especially external communications, resource management of staff, foundations and funding agencies) and Beneficiaries (especially in humanitarian and disaster response work).

Role Requirements:

Threshold Requirements:		Assessment Stage
Exposure to safety and health hazards related to emergency services relief work	May travel and participate in meetings and conferences and site visits for disaster response.	Shortlisting
Direct contact and standby duty	As Mercy Relief is a disaster response organization, staff may be asked to be on 24 hour call during period of major disaster	Shortlisting
Overall mobility is essential		
Person Specification:		Assessment stage
Qualifications:		
Essential	Desirable	Assessment Stage
At least University degree in marketing/mass communications/public relations		Shortlisting
Role Specific Knowledge & Experience:		
Essential	Desirable	Assessment Stage

Minimum 3 to 5 years of relevant experience in marketing/business development and communications. Possess excellent writing and communication skills, strong interpersonal skills across various levels of stakeholders	Strong commercial awareness Experience of working in social service sector organizations and charities	Shortlisting and/or Interview
Role Specific Skills:		
Essential	Desirable	Assessment Stage
Experience in digital and social media Proficient in design tools such as Photoshop, Illustrator Analytical to marketing trends, ability to investigate and present insightful analytics Highly self-motivated, independent and creative with good project management skills	Must be adept at people management, building long-term relationships with potential funders and partners and implement change programmes Professionalism, independence and integrity to perform successfully in a rapidly changing environment	Shortlisting and/or Interview
Mercy Relief Behaviours:		Assessment Stage
<p>Making It Happen – Most Demanding</p> <ul style="list-style-type: none"> Deliver quality and timely results, achieve challenging goals and strive for excellence in setting clear and demanding objectives to deliver what is required. Demonstrate standards of excellence and deliver value for money. Measure progress and adapt plans when necessary. <p>Being accountable – Most Demanding</p> <ul style="list-style-type: none"> Hold self and others responsible for delivering goals on time and in line with the shared purpose of the organisation. Bringing a “can do” attitude and commercial flair to the function. <p>Shaping the Future – More Demanding</p> <ul style="list-style-type: none"> Continually look at trends and innovations and plan ways to take practical advantage of the opportunities Be innovative, plan to build new solutions to deliver current objectives <p>Connecting with Others – Most Demanding</p> <ul style="list-style-type: none"> Find common ground and build relationships and connections, both internal and external, to support Mercy Relief goals. Do this by building trust with others, by paying attention to their concerns and needs, and showing understanding with people despite very different views. <p>Creating Shared Purpose - More Demanding</p> <ul style="list-style-type: none"> Actively gain the support of diverse stakeholders and keep them fully engaged to contribute effectively. Create the environment in which different groups with different aims share a purpose and resources for mutual benefit 		Shortlisting and/or Interview
Prepared By:		Date:
Yu Chin Hsia		July 2019

Applications with your resumes to be sent to

HR@MERCYRELIEF.ORG

**The HR Manager
Mercy Relief Limited
160 Lorong 1 #01-1568
Toa Payoh
Singapore 310160**

CLOSING DATE : 12 AUGUST 2019

