

JOB DESCRIPTION

Programme Name	Partnerships & Strategic Communications
Section	Strategic Communications
Reports to	Senior Manager, Strategic Communications
Job Title	Manager / Assistant Manager, Digital Marketing

GENERAL SUMMARY

The Manager / Assistant Manager, Digital Marketing is responsible for the development, management and optimisation of HCSA Community Services' online fundraising and digital marketing strategy across various online channels.

The position plays a crucial role towards HCSA's financial sustainability, by leveraging digital platforms to drive donations, and maximising fundraising opportunities across various channels.

DUTIES AND RESPONSIBILITIES

Online fundraising campaigns (digital/social media)

1. Develop and execute online fundraising strategies to engage donors and generate financial support for our community services
2. Plan, manage and optimise online fundraising campaigns across multiple platforms, including but not limited to websites, social media, email and crowdfunding
3. Create compelling fundraising appeals, stories and content to inspire donations and engage supporters
4. Utilise data-driven insights to optimise fundraising campaigns, track performance metrics and identify future opportunities
5. Leverage on marketing automation for donor engagement and retention
6. Manage our fundraising campaign budgets to ensure cost-efficiency

Website management

1. Manage overall content, UI/UX and SEO on HCSA websites, with inputs from the respective content owners
2. Oversee the redevelopment of the main website, with eCommerce, payment gateway and conversion tracking functionalities

Others

1. Collaborate within the team and across functions/programmes, to integrate online fundraising with offline fundraising, and align holistically with broader organisational initiatives
2. Stayed informed about emerging trends in philanthropy, online fundraising, digital marketing and user behaviour, incorporating innovative strategies to enhance fundraising effectiveness

3. Other marketing support as needed

QUALIFICATIONS

Experience and Education

1. Proven experience with a track record of successfully managing online fundraising, eCommerce or digital marketing campaigns
2. Strong understanding of digital marketing and fundraising fundamentals and tools — including UI/UX, Google Analytics, Google Tag Manager, SEO, SEM, programmatic ads
3. Excellent written and verbal communication skills, with the ability to craft compelling fundraising appeals and donor communications
4. Analytical mindset with the ability to interpret data, track performance metrics, and make data-driven decisions
5. Proficiency in Wordpress CMS, Elementor and CiviCRM is an advantage
6. Proficiency in fundraising systems and platforms, such as crowdfunding platforms and donor management systems, is an advantage
7. Proficiency in Adobe Creative Cloud software (Illustrator, Photoshop, InDesign, Premiere Pro, etc.) is an advantage
8. Bachelor's degree in Nonprofit Management, Marketing, Communications or related fields; postgraduate qualifications are a plus
9. Non-degree holders with a strong track record and demonstrated proficiencies will be considered

Other Requirements

1. Passion to work in the social services sector, and advance the interests of vulnerable groups in the community
2. Strong interpersonal skills and a team player with the ability to build relationships with donors, supporters, and team members
3. Highly organised with the ability to manage multiple projects and deadlines effectively

COMPETENCIES

Technical Skills Competencies

	TSC Name	TSC Description	TSC Proficiency Description
1	Fundraising and Sponsorships	Secure financial means and strategic partnerships to support services for client population groups	<Level 5> Establish connections and pitch campaigns to potential donors and sponsors

2	Digital Marketing	Develop, execute and evaluate digital marketing strategies and campaigns to promote online presence and deliver value proposition through the use of various digital marketing channels and platforms	<Level 5> Define and integrate digital marketing strategies and lead evaluation of digital marketing performance and investments
3	Content Management System Utilisation	Create, curate and manage the organisation's web assets and content using appropriate systems and platforms to engage prospects and customers on the organisation's value propositions	<Level 5> Formulate suite of policies to govern the creation and curation of web content, scan the horizon for emerging system capabilities in the area of web content management and advise on the applicability of such offerings in answering the organisation's needs in a cost-appropriate way
4	Integrated Marketing	Develop and execute marketing plan on and across various channels and platforms, as well as track customers' responses to and effectiveness of marketing communications on these channels. This also includes the integration of traditional and digital marketing channels and techniques where applicable	<Level 4> Select marketing channel mix that best satisfies target markets, recommending steps to integrate traditional and digital marketing where applicable
5	Marketing Strategy	Define an organisational marketing strategy, consider critical industry trends, customer segments and market developments as well as the communication and implementation of the strategy	<Level 4> Identify critical customer segments, market gaps and competitors to support the development of a marketing strategy and lead implementation of marketing efforts
6	Advocacy and Representation	Advocate for rights of client groups and services	<Level 4> Advance the interests of vulnerable groups within the community, through a range of activities
7	Team Performance Management	Develop, implement and review team performance systems to meet strategic plans and objectives by establishing Key Performance Indicators (KPIs), tracking progress and addressing gaps	<Level 4> Implement and monitor strategies for department performance management and review outcomes for gap analysis
8	Continuous Improvement Management	Apply continuous improvement processes to optimise operating cost, task efficiency and effectiveness in services and processes	<Level 4> Facilitate the organisation's systems and processes related to continuous improvement

Critical Core Skills

	CCS Name	CCS Description	CCS Proficiency Description
1	Digital Fluency	Leverage digital technology tools, systems, and software across work processes and activities to solve problems, drive efficiency and facilitate information sharing	<Intermediate> Identify opportunities and evaluate risks of integrating digital technology tools, systems and software across work processes and activities
2	Sense Making	Leverage sources of qualitative and quantitative information and data to recognise patterns, spot opportunities, infer insights and inform decisions	<Intermediate> Analyse information and data and uncover patterns, opportunities and impacts
3	Communication	Convey and exchange thoughts, ideas and information effectively through various mediums and approaches	<Intermediate> Tailor communication approaches to audience needs and determine suitable methods to convey and exchange information