

## JOB DESCRIPTION

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| <b>Programme Name</b> | Corporate Services                       |
| <b>Section</b>        | Partnerships & Strategic Communications  |
| <b>Reports to</b>     | Senior Manager, Strategic Communications |

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|---------------------|---|
| <b>Job Title</b>    | Senior Executive / Executive, Content Marketing |
| <b>Job Category</b> | Executive/Individual Contributor                |
| <b>Function</b>     | Executive                                       |

### GENERAL SUMMARY

The Senior Executive / Executive, Content Marketing, is responsible for the development, management and optimisation of HCSA Community Services' content marketing strategy across various online channels.

The position plays a crucial role towards HCSA's financial sustainability, by supporting our fundraising and community engagement strategy through content such as feature stories and newsletter articles.

### DUTIES AND RESPONSIBILITIES (SENIOR EXECUTIVE)

#### Content creation and management

1. Develop, write, and edit engaging content for various channels including websites, social media platforms, email newsletters, and promotional materials
2. Craft compelling stories and case studies highlighting the impact of the social service agency's work to attract donors and volunteers
3. Maintain and update the organisation's content calendar to ensure timely and relevant content delivery
4. Analyse the performance of content to identify trends and optimise effectiveness

#### Fundraising support

1. Support fundraising efforts through content that highlights the social causes, the agency's work and impact on service-users
2. Design and implement strategies to increase donations through impactful storytelling and compelling calls-to-action
3. Leverage on marketing automation for donor engagement and retention
4. Collaborate within the team and across functions/programmes, to integrate online fundraising with offline fundraising, and align holistically with broader organisational initiatives

#### Others

1. Coordinate publicity and marketing collateral support for events
2. Provide event-day support for selected events, to support content creation
3. Curate and procure corporate gifts and tokens of appreciation
4. Other marketing support as needed

### **DUTIES AND RESPONSIBILITIES (EXECUTIVE)**

#### Content creation and management

1. Develop, write, and edit engaging content for various channels including websites, social media platforms, email newsletters, and promotional materials
2. Craft compelling stories highlighting the impact of the social service agency's work to attract donors and volunteers
3. Maintain and update the organisation's content calendar to ensure timely and relevant content delivery

#### Fundraising support

1. Support fundraising efforts through content that highlights the social causes, the agency's work and impact on service-users
2. Collaborate within the team and across functions/programmes, to integrate online fundraising with offline fundraising, and align holistically with broader organisational initiatives

#### Others

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### **QUALIFICATIONS**

#### Experience and Education

1. Experience with demonstrated competencies in managing content marketing campaigns
2. Good written and verbal communication skills, with the ability to write client feature stories and newsletter articles tailored to different audiences
3. Good understanding of content marketing fundamentals and tools — including content calendar, ChatGPT, UI/UX, Google Analytics
4. Proficiency in Wordpress CMS, Elementor and CiviCRM is an advantage
5. Proficiency in Adobe Creative Cloud software (Illustrator, Photoshop, InDesign, Premiere Pro, etc.) is an advantage

6. Proficiency in fundraising systems and platforms, such as crowdfunding platforms and donor management systems, is an advantage
7. Bachelor's degree in Nonprofit Management, Marketing, Communications or related fields; postgraduate qualifications are a plus
8. 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 | Content Management                | Develop strategy for delivering consistent messaging through content on various platforms, including the conceptualisation and development of content and the optimisation of content delivery parameters to attract and engage target audience   | Level 4<br>Develop plans to deliver targeted brand messaging through content, including content type, styles, modes and frequency of content delivery                  |
| 2 | Content Management II             | Manage information architecture and visual compositions of webpages and multimedia sites in order to communicate key messages   | Level 3<br>Maintain visual composition of the sites according to established requirements to ensure information is conveniently accessible, visible, clear and logical |
| 3 | 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 3<br>Assess and propose suitable marketing channels and platforms, developing marketing plans for specific channels  |
| 4 | Advocacy and Representation       | Advocate for rights of client groups and services   | Level 3<br>Advocate for the needs of vulnerable and/or marginalised members and families in the community  |
| 5 | 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 3<br>Monitor performance of the team   |
| 6 | Continuous Improvement Management | Apply continuous improvement processes to optimise operating cost, task efficiency and effectiveness in services and processes  | Level 3<br>Implement processes to monitor the progress of improvement activities against action plans  |

### 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 | Basic                       |

|   |               |  |   |
|---|---------------|--|---|
|   |               | to solve problems, drive efficiency and facilitate information sharing   | Perform work processes and activities using identified digital technology tools, systems and software               |
| 2 | Sense Making  | Leverage sources of qualitative and quantitative information and data to recognise patterns, spot opportunities, infer insights and inform decisions | Basic<br>Organise and interpret information to identify relationships and linkages                                  |
| 3 | Communication | Convey and exchange thoughts, ideas and information effectively through various mediums and approaches   | Basic<br>Communicate with others to share information, respond to general inquiries and obtain specific information |



**DISCLAIMER**

Note:

The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

By signing this job description, I am stating that I am qualified and physically capable to accomplish the job I have been hired to perform.

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Employee's Signature

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Witness' Signature

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Date

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Date