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## JOB DESCRIPTION

**Position title:** Manager– Coral Triangle Partnerships (Singapore)  
Two-year contract

**Reports to:** Managing Director, WWF Singapore

**Supervises:** None

**Location:** Singapore

**Date:** 2 February 2009

WWF, the global conservation organisation, seeks Manager – Coral Triangle Partnerships (Singapore), to support the Coral Triangle Network Initiative (More information about the CTNI is available at <http://www.panda.org/coraltriangle/>).

The ‘Coral Triangle’, which has been referred to the “Amazon of the Seas”, lies within the Indo-Pacific and encompasses the waters and seas of Malaysia, Indonesia, the Philippines, Papua New Guinea, Timor Leste and the Solomon Islands. This 5.7 million km<sup>2</sup> expanse of ocean is the world’s centre of marine life supporting more than 3000 species of fishes and 500 or more species of reef-building corals, as well as an incredible array of sharks, manta rays, whales, dolphins, dugongs and sea turtles.

The Coral Triangle is however, struggling to support some of the world’s highest human population densities and growth rates as well as supplying resources to global consumer markets, including the Asia-Pacific countries such as Singapore. Overfishing, destructive fishing, unsustainable tourism and climate change are taking a heavy toll on the world’s most remarkable coral reef ecosystems.

### I. Major Functions:

The position will lead the WWF Coral Triangle Network Initiative’s engagement with the public, corporate and industry/trade sector in Singapore across two key industry sectors with the aim of motivating these sectors to embrace sustainable consumption solutions. The successful candidate will be responsible for developing partnerships and transformative relationships within corporate and industry sectors in order to achieve sustainability targets and to oversee extensive consumer awareness campaigns.

The position will be required to develop superb working relationships with other WWF staff involved in business and industry engagement within the Coral Triangle region and other offices.

## **II. Major Duties and Responsibilities:**

Working with a team, the successful candidate will primarily be responsible for the effective and timely implementation within budget of the operational plans, activities and targets of the project entitled "CT- Seafood Consumption and Travel Tourism Best Practices in Singapore".

Consumption and business patterns in Singapore have a major impact on the natural resources of the Coral Triangle region. This project aims to support the conservation of the Coral Triangle in the Asia Pacific Region, through reducing Singapore's footprint on the Coral Triangle. In particular, this position will aim to develop, encourage and promote innovation and sustainability in two key components:

- 1) *Public Awareness Campaign on Seafood Consumption and*
- 2) *Responsible Travel and Tourism*

The position will be required to:

1. Actively engage with key stakeholders in corporate, governmental, and non-governmental sectors to develop and maintain partnerships;
2. Work in close relationship with relevant WWF offices and network Initiatives to ensure the synergy and integration of the work at global and local level;
3. Complete analysis of markets to identify strategically significant institutions in the Coral Triangle region with significant involvement in the seafood and tourism industries;
4. Conduct outreach to institutions to identify potential partners
5. Build a network of strategically significant institutions with a strong presence in Singapore and links to the Coral Triangle.
6. Establish contacts with WWF staff in Asia Pacific to initiate work with similar institutions
7. Performs other duties as assigned

## **III. Profile:**

### **Required Qualifications and Experience**

- A University Degree in a relevant discipline. A graduate degree in a related field may be considered favourably.
- At least 5 years experience in corporate communication / public relations / social marketing industry
- Ideally the candidate will have sound knowledge of related conservation issues. In lieu of this, an ability to grasp complex ideas and concepts quickly would need to be demonstrated.
- Experience with environmental advocacy campaigns (Working with NGOs will be regarded favourably)
- Experience in project management where there are multiple and competing priorities
- Experience in partnership/corporate relationship development and management
- Commitment to WWF's values and passionate about environmental issues

## **IV. Required Skills and Competencies**

1. Excellent persuasion, presentation, written and public communication and interpersonal skills.
2. Ability to undertake research, conceptualize, plan, organize, direct / execute social marketing / environmental advocacy campaigns targeted at selected corporations, trade associations and consumer groups.

3. Strong program development, marketing, strategic planning and problem solving skills needed to produce results in a challenging environment
4. Demonstrated ability to work proactively and effectively with various stakeholders including key government agencies, corporations, consumer groups, media and trade associations and mobilize their active participation towards the project.
5. Demonstrated ability to operate independently and with limited supervision as part of a virtual team and a high degree of initiative needed to meet deadlines.
6. Demonstrated ability to grasp complex ideas and concepts quickly outside of areas in which the candidate is qualified

#### **V. Supervisory Responsibilities:**

None but will supervise student interns as available

#### **VI. Working Relationships:**

##### **Internal:**

1. Work with team members of the WWF Singapore office as well as with WWF's Coral Triangle Network Initiative Program Team
2. Take technical directions from CTNI Strategy Leaders

##### **External:**

3. Work with various stakeholders in Singapore including key government agencies, corporations, consumer groups, media and trade associations to ensure their effective participation in the project.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

***Interested applicants are requested to send their CVs to info@wwf.sg, by 20 Feb 2009. Also to take note that interviews are likely to be conducted on 25 or 26 February 2009.***