



JOB DESCRIPTION: Manager, Communications and Engagement

The EtonHouse Community Fund (ECF) is an independent IPC charity started in 2015 to improve the lives of children and youth in Singapore. We were launched by EtonHouse International Education Group, a Group that runs more than 120 schools across 12 countries. Over the years, ECF has initiated a range of programmes and championed causes that have benefitted more than 17,000 children and youth from low-income families. We received the MSF Cares Award in 2019 and in 2020, and was commended by President Halimah Yacob for our initiatives to support the community during the Covid19 crisis. We are also a registered member with the National Council of Social Service. For more details visit www.ehcommunityfund.org.sg

JOB TITLE: Manager, Communications and Engagement

REPORTING TO: CEO, EtonHouse Community Fund

SUBORDINATES:

- Single Contributor Role
- Interact substantially with the Volunteer Organization

OTHER KEY RELATIONSHIPS:

- All of organisation, from Board Members to volunteers
- Internal and external stakeholders including partners and service users

GROWTH OPPORTUNITY: Leadership role

KEY RESPONSIBILITIES:

You will be an integral team member supporting initiatives around marketing communications, fundraising, and donor management.

- **Marketing Communications**
 - Take ownership of ECF website and social media platforms, including pro-actively gathering and creating content and backend management
 - Create and produce relevant materials and collaterals to support fundraising efforts, and to reach potential sponsors and donors. These include impact reports, newsletters, and all brand collateral.
 - Support volunteer and donor communications and engagement
- **Fundraising and Donor Management**
 - Organise fundraising events/projects



- Support engagement of corporate partners on Corporate Social Responsibility programmes and philanthropic efforts
 - Lead in establishing plan to build donor network, engagement and relationship management
 - Manage donor accounts which include regular communications, tracking donations and developing of a donor engagement plan
- **Volunteer Management**
 - Support Manager, Programmes in developing interesting content to further the management and growth of the volunteer organization

IMMEDIATE CHALLENGE(S):

- Enhance social media presence to drive awareness and engagement
- Review communication materials and develop human-interest stories
- Support fundraising events and initiatives
- Review and enhance donor engagement

DIMENSION(S):

- Income for FY2021 is S\$1.8m: To diversify sources of funds
- Traffic to website and social media: To achieve 30% y-o-y growth
- Volunteer base of around 200 in 2021: To deepen engagement

PRE-REQUISITES:

- Experienced in communications and engagement strategies and tools, preferably in the non-profit sector
- A creative self-starter who has a passion for improving the lives of children in Singapore
- Comfortable working in a lean and cross-functional team, and with volunteers
- Able to identify the most appropriate strategies for fundraising

PROFESSIONAL EXPERIENCE:

- A well-rounded team player who has at least 5-7 years of relevant experience
- Strong marketing management skills with a proven track record of producing effective marketing communications and achieving targeted results
- Strong working knowledge of fundraising and/or donor management
- Experience in social service or non-profit sector preferred

CRITICAL COMPETENCIES:

- A team player who is able to collaborate with a diverse group of stakeholders
- Self-motivated with the ability to prioritize, meet deadlines, and manage changing priorities



- Positive attitude and pro-active in approaching fundraising and community initiatives

SOFT SKILLS:

- Collaborative
- Creative and open-minded
- Willingness and ability to learn
- Independent and self-starter
- Strong sense of integrity and ethical responsibility

PROFESSIONAL QUALIFICATIONS: Bachelor's Degree preferred

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