

Position: Branding & Communications Executive

Overview:

Are you a social media ace with a knack for producing compelling narratives that captivate our audience and drive engagement? Do you thrive in fast-paced environments, enjoy working closely with cross-functional teams, and love being on the move to highlight events and stories on active ageing? As our Branding & Communications Executive, you will be the architect of our online presence, handed the exciting challenge of growing our social media channels with creative strategies that align with our brand's mission and values.

Responsibilities

- Assist in developing and implementing a diverse range of media communications plans to enhance the profile of the Association, and various outreach initiatives
- Implement the Association's social media content strategy
- Create eye-catching graphic and short-form video content for various social media platforms
- Produce polished written content such as pre and post-event synopses, feature stories, website copy, media briefs and press releases
- Assist in corporate events including Annual General Meetings, fundraising events, award ceremonies, and corporate visits, including providing on-ground photography and videography support
- Establish and maintain relations with external and media partners
- Liaise with internal and external stakeholders to coordinate communication efforts and ensure messaging is consistent
- Stay updated on latest social media trends that can be applied to our own channels

Requirements

- Diploma/Degree in Mass Communications, Public Relations, Business Management or equivalent
- Minimum 1 year of relevant working experience in public relations, communications, or content production for publications or media management
- Have hands-on experience in utilising digital and social media marketing and video editing tools
- Possess good communication/Interpersonal skills, problem-solving in planning and executing projects
- Willing and eager to go around different locations across Singapore on a regular basis to cover various on-ground events and engagements
- Adept in photography and video-taking, with a keen eye for spotting and capturing golden moments during on-ground events and engagements
- Enjoy talking to seniors, listening to their stories and getting them out to the world
- Good writing skill that is compelling to readers