



Inclusive society. Enabled lives.

SG Enable is an agency dedicated to enabling persons with disabilities. We assist persons with disabilities and their caregivers/families to live more enriching and independent lives through empowering them via timely access to information and referral services, grants and support schemes, as well as enhancing their employability and employment opportunities. We also engage the community, stakeholders and public to bring about changes for persons with disabilities to become integral members of an inclusive society.

Applicants should have a passion for communications work and be excited about using communications to support our work in the disability space and benefit persons with disabilities.

Digital Content Strategist, Communications

DUTIES & RESPONSIBILITIES

- Develop strategic content goals for digital and social media platforms
- Conceptualise content assets that resonate with viewers across earned, owned and paid platforms, with the aim of driving business goals
- Create content calendar and schedule posts on digital and social platforms
- Create content and manage content distribution through development of copy, blog posts, presentations, animations, web graphics, videos, carousel, gif etc to speak to the target audience and strengthen each brand's storytelling strength
- Ensure quality of communication materials including copy-writing, proof-reading, fact-checking etc
- Work with internal and external collaborators and creative resources to deliver content assets that are coherent with our brand voice and strategy
- Propose and analyse key performance indicators to determine content effectiveness
- Develop content marketing strategies targeted at driving traffic, engagement, generating leads, retaining customers and building brand awareness
- Test and implement innovative and relevant methods of measuring content, campaigns and tools, keeping in mind the purpose of the derived results
- Track and regularly measure and provide progress results to apply data-driven insights to future content strategies
- Write effective briefs and work with the appointed creative and PR agencies to ensure the delivery of timely and quality work
- Assist with integrating content strategy and time-specific brand campaigns to drive campaign goals

QUALIFICATIONS, KNOWLEDGE & EXPERIENCE

- Degree in mass communication or related fields preferred
- At least 5 years' working experience in public relations, advertising and promotions and marketing
- Excellent communication and interpersonal skills. High level of initiative and a strong team player
- Skilled at writing and copy editing, including writing in different voices and styles, for a variety of target audiences
- Strong critical thinking and problem-solving skills
- Able to multi-task and work under tight deadlines in a fast-pace environment
- Strong project management skills
- Experience with digital marketing functions including SEO, Content Marketing, Social Media Marketing and E-mail Marketing is a bonus
- Experience with SEO tools including Google Adwords and Keyword Planner, Google Analytics, Google Webmaster Tools and Google Search Console is a bonus

We regret that only shortlisted candidates will be informed. Please state in your detailed resume:

- 1) Current and expected salaries and annual package
- 2) Reason for leaving current employment (if applicable)