

## Communications Coordinator

### Your contribution to PrimeTime's vision

As the Communications Coordinator of PrimeTime, you will play a crucial role in developing and executing effective communication strategies to enhance the organisation's visibility, engage members and stakeholders, and promote our mission of empowering professional women. You will work closely with the marketing team and other board members to ensure consistent messaging and effective communication across various channels.

### Your Main Responsibilities

- **Communication Strategy:**
  - Develop and implement a comprehensive communication strategy aligned with PrimeTime's goals and objectives
  - Identify target audiences and tailor communication approaches to effectively engage them
  - Continuously evaluate and refine communication tactics based on feedback and emerging trends
- **Content Creation:**
  - Create engaging and compelling content for various platforms, including website, social media, newsletters, and press releases
  - Collaborate with board members and committee leaders to gather information and insights for content creation
  - Ensure consistency of messaging and brand voice in all communications
- **Social Media Management:**
  - Manage and maintain PrimeTime's social media platforms (e.g., Facebook, LinkedIn, Instagram) to increase engagement and reach
  - Develop and schedule social media content, including posts, articles, and event promotions
  - Monitor social media performance and respond to comments and inquiries in a timely and professional manner
- **Newsletter and Email Marketing:**
  - Coordinate the production of regular newsletters, including content selection, writing, editing, and layout design
  - Manage email marketing campaigns to keep members informed about events, updates, and opportunities
  - Monitor and analyse email campaign performance, making data-driven improvements.

- Event Support:
  - Collaborate with the events team to promote upcoming events and programs through effective communication strategies
  - Attend events to provide on-site communication support and capture engaging content

**We want to hear from you if you ...**

- Have proven experience in developing and implementing successful communication strategies
- Have excellent written and verbal communication skills.
- Have strong copywriting and editing abilities.
- Are proficient in social media management and email marketing platforms.
- Have experience in media relations and press release writing.
- Have knowledge of graphic design principles and tools is a plus.
- Are highly organized with the ability to manage multiple projects and meet deadlines
- Have a collaborative mindset and the ability to work effectively with cross-functional teams
- Have passion for gender equality and empowering professional women

**For further details, kindly reach out to the Secretary at: [secretary@primetime.org.sg](mailto:secretary@primetime.org.sg)**