



M U L L E N L O W E
S I N G A P O R E

Job Title	Associate Director, MullenLowe Sustainability
Location	MullenLowe salt Singapore, Singapore
Reporting to	Director, MullenLowe salt Singapore

Focus:

The role is to work with the Director and senior team to oversee and develop MullenLowe Sustainability, a specialist communications practice focused on sustainability, and part of MullenLowe salt's strategic communications offering. The practice was launched in November 2020 and requires an individual with proven sustainability communications credentials to work closely with MullenLowe salt's senior team to further build and lead the practice. Key responsibilities include client acquisition and management, sustainability communications consultation, campaign creation, team development and thought leadership to continue to position MullenLowe Sustainability as a credible leader of sustainability communications in APAC.

Key Responsibilities:

CLEAR POSITIONING

- Oversee a portfolio of accounts within the MullenLowe Sustainability practice
- Develop a high level of understanding of our clients' businesses and industries in order to be able to provide credible sustainability and communications advice
- Counsel senior client contacts with insight and expertise
- Inspire and coach teams to drive strategic delivery through their accounts
- Devise creative and tailored sustainability campaigns. Focus on the strategic impact and draw on experience to inform the bigger picture
- Identify and manage potential issues across accounts together with account leaders, to protect income and reputation
- Take ultimate responsibility for the delivery of sustainability communications campaigns, ensuring that work is always innovative, impactful and of high quality
- Have a working knowledge of salt's other areas of expertise and be prepared to on-sell them to MullenLowe Sustainability clients.

COMMERCIAL

- Working with the Director, identify and pursue new business opportunities, maximizing the strength of your network and existing client relationships to encourage referrals.
- Manage pitch processes for MullenLowe Sustainability, working with the team to research and develop creative proposals based on strong research and insights
- Help identify growth opportunities across MullenLowe Sustainability accounts and work with account leads on making these a reality
- Develop and negotiate proposals for client work together with senior team
- Represent MullenLowe Sustainability at networking and industry events

CULTURAL

- Assume line management responsibility for two team members
- Take responsibility for the professional development and well-being of your direct reports in a bid to nurture excellence across the business
- Inspire and coach your direct reports on all aspects of their roles and help them to drive strategic delivery through their accounts
- Ensure that people are recognised for their personal contribution
- Get to know the strengths and weaknesses of team members to allow a good balance of capabilities in account teams and identify development opportunities
- Assist senior team in driving people development across the team, with a focus on sustainability communications

Skills & Experience:

- Proven sustainability communications experience, gained in either in-house, NGO or agency environment.
- Agency experience preferred
- Passion for sustainability and good understanding and awareness of key social and environmental issues, particularly within an Asian context.
- Strong network within Singapore and other Asian markets, particularly within the sustainability community
- Minimum 6-8 years' experience within either a communications or sustainability role.
- A recognized sustainability qualification or accreditation is desirable
- People management experience would be desirable

Expected Salary:	Dependent on Experience
Contract Type:	Permanent
Required to start:	A.S.A.P
For more information or to apply for this role:	Email: Irene.xu@mullenlowe.com

About MullenLowe Group

In 2015 the global Lowe and Partners network aligned with the US agency Mullen to form the MullenLowe Group, part of the Interpublic Group of Companies (NYSE: IPG).

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. It is a global network of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. Global specialisms include expertise in brand strategy, creative content development, performance analytics, communications planning, and through the line advertising with MullenLowe, digital marketing with MullenLowe Profero, and strategic activation and shopper marketing via MullenLowe Open. MullenLowe Group is consistently ranked among the most awarded creative and effectiveness agency networks in the world, and during 2014 took home 135 Effie awards, thereby topping the 2015 Effie Index in terms of points per dollar revenue.

For more information, visit us at www.mullenlowegroup.com or follow MullenLowe Group on Twitter @MullenLoweGroup and on Facebook.com/MullenLoweGroup.

About MullenLowe salt Singapore:

MullenLowe salt Singapore is the strategic communications arm of MullenLowe Group APAC, headquartered in Singapore. We create positive change inside and outside organisations by making the complex simple, and the simple compelling. Our work is defined by a passion for purpose and sustainability and we are a certified B Corporation. We have 20+ years' experience of helping global and regional brands to communicate their social purpose and sustainability commitments; creating impactful and engaging purpose-driven consumer and corporate campaigns; and helping companies communicate effectively with their employees.

For more information, visit us at www.mullenlowesalt.com