National Healthcare Group (NHG)

The National Healthcare Group (NHG) is a leader in public healthcare in Singapore, recognised at home and abroad for the quality of its medical expertise and facilities.

Vision: “Adding Years of Healthy Life”. This vision departs from merely healing the sick to the more challenging and infinitely more rewarding task of preventing illness and preserving health and quality of life.

With some 18,000 staff, NHG aims to provide care that is patient-centric, accessible, seamless, comprehensive, appropriate and cost-effective.

As the Regional Health System (RHS) for Central Singapore, we aim to deliver integrated healthcare services and programmes that help in Adding Years of Healthy Life to all concerned.
PURPOSE
This role is primarily responsible for analysing, developing and implementing social changes and shaping social norms targeting various population segments in home/community, workplace and school settings.

MAIN DUTIES AND RESPONSIBILITIES
1. To organize and empower project teams to conduct environmental scanning, ground-sensing and analyse social trends so as to implement effective social changes in various settings.
2. To identify key determinants of behavioural changes in various settings, develop theory of change and implement effective interventions to shape social trends and norms to reinforce desired behaviours.
3. To empower internal project teams and partners to deploy effective interventions in various settings as well as progressively spread and scale.
4. To support and contribute to strategy/policy formulation and continuous refinement.
5. To initiate, plan, execute, monitor and control projects that may be assigned from time to time.

PROFILE OF CANDIDATE
• Graduate &/or post graduate degree qualifications on Applied Sociology from a recognized university.
• Experience in applying the Theories of Change to effect social changes in various settings.
• Experience in working in multi-disciplinary teams in an unstructured and dynamic environment.
• Experience in education and social sectors will be advantageous.

DESIRED QUALITIES
• Team player with a growth mindset, good interpersonal, communications and writing skills.
• Meticulous in implementation.
• Analytical and adaptive to continuous changes.
• Able to function independently with minimum support resources.

Interested applicants may send your resume to Clifford_GOH@nhg.com.sg by 15 February 2020.
SENIOR EXECUTIVE / EXECUTIVE
(COMMUNICATIONS FOR SOCIAL CHANGE)

JOB DESCRIPTION

PURPOSE

This role is primarily responsible for developing and implementing marketing communications campaigns to create social changes and to influence social norms targeting the selected population segments in various settings.

MAIN DUTIES AND RESPONSIBILITIES

6. To co-develop, implement and evaluate effective marketing communications strategies and tactics to create social changes or shape the social norms in various settings.

7. To design, develop, implement, analyse, evaluate and integrate transmedia messaging campaigns with other action plans to optimize impact.

8. To empower partners to design, develop, implement and evaluate effective communications strategies & tactics to create social changes or shape social norms in their settings as well as progressively spread and scale.

9. To support and contribute to strategy/policy formulation and continuous refinement.

10. To initiate, plan, execute, monitor and control projects that may be assigned from time to time.

JOB REQUIREMENTS

• Bachelor degree qualification on new media & communications from a recognized university.
• Experience in social media marketing/analytics, video production and infographics design will be advantageous.
• Expertise in Adobe Creative Suite (e.g. Adobe Dreamweaver, Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro), Final Cut Pro X and/or other infographic/video editing software.

DESIRED QUALITIES

• Team player with a growth mindset, very good interpersonal, communications and writing skills.
• Meticulous in implementation.
• Analytical and adaptive to continuous changes.
• Able to function independently with minimum support resources.

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PURPOSE

This role is primarily responsible for leading the development and implementing marketing communications strategies to create social changes and to influence social norms targeting the selected population segments in various settings.

MAIN DUTIES AND RESPONSIBILITIES

11. To lead, direct, empower and evaluate internal/external teams to co-develop, implement and evaluate effective marketing communications strategies and tactics to create social changes or shape the social norms in various settings.

12. To design, develop, implement, analyse, evaluate and integrate transmedia messaging campaigns with other action plans to optimize impact.

13. To empower partners to design, develop, implement and evaluate effective communications strategies & tactics to create social changes or shape social norms in their settings as well as progressively spread and scale.

14. To support and contribute to strategy/policy formulation and continuous refinement.

15. To initiate, plan, execute, monitor and control projects that may be assigned from time to time.

JOB REQUIREMENTS

- Bachelor &/or Master degree qualification on marketing or health communications from a recognized university.
- Experience in social media marketing/analytics, video production or infographics.
- Expertise in Adobe Creative Suite (e.g. Adobe Dreamweaver, Adobe InDesign, Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Adobe Premiere Pro), Final Cut Pro X and other infographic/video editing software.

DESIRED QUALITIES

- Team player with a growth mindset, very good interpersonal, communications and writing skills.
- Meticulous in implementation.
- Analytical and adaptive to continuous changes.
- Able to function independently with minimum support resources.

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PURPOSE

This role is primarily responsible for developing, implementing, analysing and evaluating behavioral change interventions targeting the selected population segments in various settings.

MAIN DUTIES AND RESPONSIBILITIES

16. To design, develop, test and evaluate behavioural interventions to identify effective strategies and tactics to create and reinforce behavioral changes.

17. To lead, direct, empower and evaluate internal/external teams to co-develop, implement, analyze and evaluate behavioral interventions targeting selected population segments in various settings.

18. To empower partners to deploy effective preventive interventions and shape social norms in various settings as well as progressively spread and scale.

19. To support and contribute to strategy/policy formulation and continuous refinement.

20. To initiate, plan, execute, monitor and control projects that may be assigned from time to time.

PROFILE OF CANDIDATE

• Graduate &/or post graduate degree qualification in applied positive psychology, child/youth psychology or social psychology from a recognized university.

• Experience in social service settings, education settings, workplace or in the community will be advantageous.

• Experience in working with multi-disciplinary teams and managing internal/external stakeholders will be advantageous.

DESIRED QUALITIES

• Team player with a growth mindset, good interpersonal, communications and writing skills.

• Meticulous in implementation.

• Analytical and adaptive to continuous changes.

• Able to function independently with minimum support resources.

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