

## **JOB DESCRIPTION**

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### **Strategic Marketing and Communications Manager**

The position supports the Executive Director in the development and implementation of PI's strategic marketing and communications activities in support of PI, PI Bamboo, PI Analytics and other areas of business

#### **OVERVIEW**

Prosperity Initiative (PI) is an UK-registered international organisation set-up to develop priority sectors to benefit the poor. PI's approach is based on market principles, assisting industry leaders from business and government implement new businesses and programmes.

PI's flagship sector is the bamboo sector which has global growth opportunities which PI has demonstrated will flow on to large numbers of poor farmers and workers if the high value market opportunity can be realised in the multiple countries of the world with significant bamboo resources. Other sectors demonstrate similar opportunities, and PI are working to develop similar programmes in the tourism and coconut sectors. Not all sectors that involve the poor represent the same long term growth opportunities. Many commodity sectors have limited global growth opportunities, although projects can help may gain additional market share in one country of poor producers and workers, there is a risk that this only displaces opportunities from the poor of other countries. PI Analytics works in support of PI's overall goal to evaluate market opportunities for the poor, and to design programmes for and to carry out impact assessments of enterprise and industry level projects.

PI's founding programme in the Mekong, based in Hanoi, is developing new partnerships in China, India and beyond. PI has refined its approaches, its capabilities and its service offering in bamboo, tourism and in its various methods and approaches, and is building new partnerships to expand its work.

Our experienced team in Viet Nam, Lao PDR and Cambodia, our new staff and technical partners from the leading industry in China, and our partnerships in India enable us to bring considerable expertise and knowledge to support our business and government partners in this region.

PI creates value through service provision to leaders and system changers. It provides these services at all points in a market system, and its services are provided through internal team members and through our service partners many acknowledged as world leaders in their area of expertise. Although a young organisation, it is developing its capabilities in knowledge generation and management and in formalising its 'knowledge and expertise based products'.

#### **KEY RESPONSIBILITIES**

This position is a senior role in the PI Management team, reporting directly to the Executive Director.

The Strategic Marketing and Communications Manager will lead the effort to develop new strategic financing and collaboration partners for PI. This will include a focus on PI Bamboo and PI Analytics, PI's major business lines.

Marketing and communicating PI's capability and its value proposition to donors, investors, clients and other partners requires clarity in our offer and a firm purpose in the quality control over large volumes of information generation and flow within and beyond the organisation.

Working closely with the Executive Director the Strategic Marketing and Communications Manager will:

1. Develop PI's Marketing and Communications Strategy:
  - a. Clarify PI's primary value propositions, and develop a strategy to target potential partners to support PI's work going forwards
  - b. Identify high profile forums and opportunities for the Executive Director and other key staff to promote PI
  - c. Support PI Analytics Marketing effort as part of the overall PI Marketing Strategy
  - d. Revise PI's branding and output portfolio in support of this strategy
  - e. Develop new products as required in support
2. Implement PI's Marketing and Communications Strategy – Branding and outputs
  - a. Manage PI's branding strategy (taking current branding guidelines, websites and practices to the next level of implementation in support of the strategy
  - b. Manage the delivery and management of outputs across all of PI's work, providing guidance to PI staff on distribution and use
  - c. Develop and manage PI's messaging, including training of PI staff
3. Manage PI's Marketing and Communications Strategy – Relationships and Income Pipeline
  - a. Identify a range of potential financing partnerships and appropriate channels and venues for promotion of PI and its projects and services
  - b. Develop and implement strategic partnership engagement plans
  - c. Manage a pipeline of income opportunities across PI's various business lines with Senior Managers, cooperating with PI Analytics Business Manager on this task for PI Analytics.
  - d. Support and ensure closure on various financing partnership deals together with the Executive Director

In addition, the Strategic Marketing and Communications Manager will be required to perform other duties as a member of the PI Management team:

4. External representation of PI in various public forums
5. Member of PI's senior management team contributing to ongoing internal systems and practice development

The balance of these tasks will be determined by the Executive Director

#### **SUPERVISORY AND WORKING ENVIRONMENT**

Team: PI Executive Team

Line Manager: Executive Director

Workstation: PI Hanoi Office. Some travel to project sites and to PI operational countries (such as Lao PDR, Cambodia and China) and in support of new clients in various countries will be required. Willingness to work overtime as required by clients and travel.

**KEY CHARACTERISTICS**

	<b>Essential</b>	<b>Desirable</b>
<b>Experience/ Education</b>	<ul style="list-style-type: none"> <li>• A university graduate in Marketing, business, communications or related area.</li> <li>• At least 5-years' experience working in marketing, advertising and strategic communications, including 2 years experience of account management</li> <li>• Team management under performance based remunerations schemes</li> </ul>	<ul style="list-style-type: none"> <li>• Range of different experiences within commercial sector .</li> <li>• Knowledge of the development sector</li> </ul>
<b>Skills/ Competencies</b>	<ul style="list-style-type: none"> <li>• Well tuned knowledge of strategic marketing and account management</li> <li>• Capability to adapt to the requirements in PI's hybrid donor/commercial environment</li> </ul>	
<b>Personal qualities</b>	<ul style="list-style-type: none"> <li>• Belief in the importance of markets as a leading solution to poverty</li> <li>• Strong commitment to an output and performance-based working style</li> <li>• Strong desire to participate in and contribute to an evolving and entrepreneurial start-up organisation</li> <li>• Willingness to travel occasionally in remote areas.</li> <li>• Strong alignment with the goals, purpose and methods of PI</li> </ul>	

**TERMS AND CONDITIONS**

- Full time, fixed term 6 month contract (subject to three-month probationary period). Extendable subject to satisfactory performance.

**CLOSING DATE:** This position will be filled as soon as the right candidate is identified.

**HOW TO APPLY**

Please email a CV and cover letter to: [recruitment@pi-email.org](mailto:recruitment@pi-email.org)

The subject line of your email must be: "Strategic Marketing and Communications Manager Application"