

Accion Venture Lab

Job Description Bank



Role	Marketing Manager
Title	Social Media Marketing Manager
Company	Change.org

Company Description

Change.org is the world's largest technology platform for social change. Our goal is to empower people everywhere to start campaigns around the issues they care about, mobilize others, and work with decision makers to drive solutions.

We're also an innovative business – a "social enterprise" and a certified B Corporation, with a business model designed to support positive social impact (more about B Corps: www.bcorporation.net).

Over 30 million users have signed winning petitions, including strengthening hate crime legislation in South Africa; fighting corruption in Indonesia, Italy, and Brazil; ending the ban on gay Boy Scouts in the United States, and big wins for women's rights in India. And we're just getting started. Here's a small snapshot of what was changed last year: www.change.org/2014

Location

San Francisco, CA

Summary

The Social Media Marketing Manager will be in charge of telling the story of Change.org and our users on our branded social media networks through content creation, community management, data analysis and social listening. The Social Media Marketing Manager will report to the Managing Director of Global Marketing and will work with the broader marketing team to drive and increase monthly active users, engagement and growth on the site. This individual will also help shape branding and campaign impact across our social media channels and will work closely with our communications and campaigns teams to craft that strategy. This role is a unique opportunity to direct and optimize the experience of our social media pages with a collaborative, cross-functional team.

Job Description

- Lead social media strategy and execution on Change.org on branded social networks. Drive impact on Change.org campaigns from owned social media channels.
- Increase site monthly active users, signatures, engagement and growth on our branded social media pages.
- Work with key internal partners to create, curate and manage compelling and engaging content for our branded US social media pages and distribute that content to global teams.
- Expand our social media presence and develop customized systems and strategies for each platform.
- Take a data driven approach to optimizing performance through goal setting, rigorous monitoring, experimentation and testing, and regular report-back.
- Oversee and manage a cohesive, exciting and brand-friendly visual design of our global social media pages.
- Work with the Performance Marketing Manager to create, manage and analyze paid social media campaigns aimed at generating growth, traffic and engagement.
- Use social listening to uncover and monitor audience insights.
- Track Change.org mentions on social media and build relationships with key influencers.
- Own the creation and distribution of social media best practices and insights for global Campaigns and Communications teams.
- Compile regular reports on social media metrics with recommendations for how to optimize performance.

Qualifications

5+ years of social media marketing experience and history of success in growing and maintaining an engaged community in-house.

Skill sets

- Deep passion for social media, analytics, experimentation and collaboration.
- Proven track record of executing successful social media strategies and campaigns on major platforms that drive growth and engagement (Facebook, Twitter, Google+, Instagram, Pintrest).
- Deep knowledge and expertise on social media best practices and metrics.
- A willingness to take risks, fail and adapt.

-
- Trust in numbers -- knowing how to measure your success and how to set up your work so that it's measurable.
 - Excellent writing and communication skills.
 - Strong sense of fun, innovation, and give-and-take -- our team is constantly pushing the envelope and each other to challenge assumptions, go all-in, and imagine the impossible.

Perks

We love serving our incredible users, and we love our staff too. We show it with very competitive salaries, five weeks of vacation, robust maternity and parental leave, an amazing culture, free language training (if you want it), and a high impact, low-ego team that can't wait to learn from you and teach you what they know.

Role	Marketing Manager
Title	Public Relations Manager (Sponsorship focus)
Company	Bridge International Academies

Company Description

Bridge has done what many people thought was impossible. We have given families living in poverty access to the high-quality education that will allow their children to have a better life. Our monthly fee is very low, averaging just \$6 a month, but this is still a lot of money for families living on less than \$2 a day per person – and we’ve found that many people want to chip in and help. In 2014, we instituted a sponsorship pilot, where high achieving pupils were able to receive sponsorship through a peer-to-peer sponsorship programme. Anyone was able to sponsor a pupil – be them in Kenya, America, or Indonesia. Given its success, we are now ready to scale this programme to reach as many pupils as possible. The money is not only a financial aid for the families we serve – it also shows each pupil who receives a sponsorship that there are many people cheering on their success.

Location

Washington, DC, US / Kenya

Summary

This is an incredibly exciting position for someone interested in social impact and public relations. Your work will focus on growing the sponsorship programme from both ends. You will work with in-country teams to expand the programme to all of our academies, ensuring that all pupils are aware of the programme and able to apply, including working with Engineering to streamline and automate our application process. You will also work on the donor side, developing creative campaigns to get as many people as possible to sponsor children, leverage social media as well as other low- cost advertising and PR tactics. Lastly, you will also support the Public Relations Director in telling the broader story of Bridge, as needed.

Job Description

This is an entry-level position; recent graduates welcome! You should have a passion for social impact, children’s rights, and/or international education – as well as impeccable writing, editing, and speaking skills. Kindly include links to your social media accounts plus 2-3 writing samples (up to 500 words each) along with your cover letter. This position will report to the PR Director. It is based in Washington DC.

This job requires several soft skills. By providing a longer narrative, the company paints a picture of the ideal candidate.

Skill sets

Detailed doers – You have a track record of getting things done. You’re organized and responsive. You take ownership of every idea you touch and execute it to a fine level of detail, setting targets, engaging others, and doing whatever it takes to get the job done. You can multi-task dozens of such projects at once and never lose sight of the details. Likely, you have some experience in a start-up or other rapid-growth company.

Smart hustlers - You have the brain power but also the pragmatism to get stuff done in a chaotic context. You are focusing on winning, and will do just about anything (with integrity of course) to get to the people and places that you need to succeed. **Networking masterminds** – You excel at meeting new people and turning them into advocates. You communicate in a clear, conscientious, and effective way in both written and oral speech. You can influence strangers in the course of a single conversation. Allies and colleagues will go to bat for your ideas. You have an existing network of public relations contacts from prior experience in the country, preferably in the regulatory, education, or business sectors.

Creative problem-solvers – Bridge is still a start-up: hands-on and scrappy. You need to be flexible and ready to get everything done effectively, quickly, and affordably with the materials at hand, which may be less than you’re used to. Every dollar you spend is a dollar our customers, who live on less than \$2 a day, will have to pay for.

Customer advocates – Our customers – these families living on less than \$2 a day per person – never leave your mind. You know them, get them, have shared a meal with them (or would be happy to in the future). You would never shrink back from shaking a parent’s hand or picking up a crying child, no matter what the person was wearing or looked like. Every decision you make considers their customer benefit, experience, and value.

Life-long learners – You believe you can always do better. You welcome constructive criticism and provide it freely to others. You know you only get better tomorrow when others point out where you’ve missed things or failed today.

Who shouldn’t apply

Narcissists – If you’ve ever finished the statement, “I didn’t go to university to _____,” you won’t like it here. Your degree, age, lineage, and past experience don’t matter. Only your current output, and how it benefits our customers, does.

This is not a popular tactic. While this may weed out undesirable candidates, it could also discourage good candidates from applying.

Hand-holders – We love teamwork, but sometimes we get busy. You need to work well independently and have the self-motivation to never slow down. Of course, you’ll be very responsive and constantly update us on your status.

Role	Marketing Manager
Title	Marketing Manager
Company	OffGrid

Company Description

Off.Grid:Electric is the world’s first massively scalable off-grid electricity provider. It exists to provide affordable and reliable energy (M-POWER) to communities that currently lack such power. The company utilizes distributed renewable energy to sell basic electrical services to customers who suffer from an expensive grid, an unreliable grid, or have no electrical grid access at all. It is headquartered in Arusha, Tanzania and founded by a team of world-class, venture-backed entrepreneurs.

Location

Arusha, TZ

Summary

The Marketing Team communicates the value of M-Power to customers. The team manages the OGE brand, designs on-the-ground marketing material (e.g., signs, brochures, stickers, etc.), builds cohesive advertising campaigns, and contributes to creative content that substantiates each campaign (e.g., radio, video, etc.). The Marketing Manager works directly with the Marketing Director to coordinate and execute the initiatives designed by the Team. The role requires excellent communication and organizational skills, as well as the ability to engage in technical marketing discussions.

Job Description

1. Design creative content associated with campaigns (signs, brochures, etc.)
2. Test creative designs with customer base
3. Provide input on marketing strategy and campaign design
4. Implement marketing campaigns across regions
5. Seek customer feedback and evaluate effectiveness of marketing campaigns
6. Using tools such as Google Spreadsheets and Google Documents to organize initiatives and information
7. Communicate regularly with Marketing Team and Regional Teams

8. Execute other duties and tasks as required to help our brand and message resonate with customers and potential customers

Qualifications

- Bachelor's degree in related field (e.g., marketing, communications, design, etc.)
- Four-year minimum work experience in a related company or role

Skill sets

- Highly motivated, willing to go the extra mile to accomplish goals
- Excellent English
- Excellent Kiswahili
- Proficiency in Microsoft Office software, and email. Computer literate and able to complete data entry into excel, write emails in English.
- Ability and drive to work independently

Highly Desired Skills & Experiences:

- Leadership experience