FIVE ONE LABS
Full-Time Position

Please send all applications to jobs@fiveonelabs.org.

Organization: Five One Labs

Position Title: Marketing Specialist

Location: Based in either Erbil or Sulaimani, Iraq

Start Date: March 2020

Application Closing Date: Application is open on a rolling basis until March 12, 2020

ABOUT FIVE ONE LABS:

Five One Labs is a start-up incubator based in the Kurdistan Region of Iraq (KRI) that helps talented entrepreneurs from Iraq and Syria to launch and grow their businesses. We aim to empower individuals to rebuild their lives and livelihoods and contribute to the economic growth of their communities.

With offices in Erbil and Sulaimani, Five One Labs creates flexible programs for entrepreneurs that are focused on human-centered design, business fundamentals, and leadership development. Our trainers are steeped in lean startup and design thinking methodology, and thus our trainings are hands-on, active, and highly practical for innovative startups.

For more information on Five One Labs, please see https://fiveonelabs.org/.

HOW TO APPLY:

If you are interested in this position, please email us with:

1. A detailed cover letter
2. 3 work samples (marketing campaigns, written pieces, etc that you have made or contributed to);
3. Your CV or resume

ABOUT THE ROLE:

We are looking for an innovative business professional to join us as our Marketing Specialist. The right candidate will bring a wealth of diverse experience – which may include any combination of writing or reporting, designing, broadcast or video work, social media, blogging, SEO, content strategy, creative management, innovation, or other consulting. He or she will be curious, and able to quickly master new skills. We’re looking for the right candidate, and will adapt the seniority of the role based on his or her experience and responsibilities.

Marketing channels will include but are not limited to: branding, messaging and copywriting, social media marketing, content marketing, event marketing, and more.

As our Marketing Specialist, you will become an important part of a growing social enterprise, and will have a huge hand in shaping both our organization and our entrepreneurs’ futures. We are a fun, hardworking, and fast-moving team searching for someone who is interested in learning, growing, and becoming part of the Five One Labs family. This will be a great opportunity to see the inner workings of Iraq’s first full-time startup incubator!

The successful candidate will support Five One Labs to:
● Develop the Five One Labs communications strategy for audiences inside Iraq and internationally
● Creating branding guidelines for Five One Labs communication and marketing
● Improve the Five One Labs website, pitch decks, and major marketing materials
● Develop creative ideas for branding, marketing, communicating our mission and programs
● Produce marketing and communications content and materials, including blogs, newsletters, and more
● Oversee Five One Labs’ social media content and strategy
● Support all members of the Five One Labs team to develop and run effective marketing and outreach for events, programs, etc.
● As our team grows, help us build out our internal communications processes
● Support with communications to key communities, including advisors, donors, investors, as well as entrepreneurs and aspiring entrepreneurs from across Iraq and Syria

The Marketing Specialist will work closely with the Five One Labs teams in Erbil and Sulaimani and will report directly to the Director of Operations of the organization. The team will ensure that the selected candidate has access to all relevant materials and support to succeed in his or her role.

The Five One Labs team is seeking candidates with the following profile:

**Skills and Knowledge**

- A combination of creativity and organization and attention to detail
- Deep knowledge of or interest in entrepreneurship, business development and investment in Iraq or the Middle East
- Expert communications skills (verbal and written)
- 3-5 years experience in marketing, communications, or a related field
- Some graphic design knowledge, including the ability to use Adobe Creative Suite
- Fluent in English and either Kurdish or Arabic

**Personal Characteristics**

- Team-oriented and enthusiastic about working with and supporting others;
- Willingness to listen, learn and engage with the local culture and entrepreneurial ecosystem, with particular sensitivity to working with vulnerable populations;
- Outgoing, positive, and interested in developing a strong community;
- Attention to detail, conscientious about accuracy and professional presentation at all times; desirous for continuous improvement;
- Self-starter personality – able to initiate and lead projects or tasks with minimal supervision;
- Ability to multi-task and prioritize in a fast-paced work environment;
- Experience working and thriving in multicultural teams.

The position will be based in either Erbil or Sulaimani, Iraq.

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1. A detailed cover letter
2. 3 work samples (marketing campaigns, written pieces, or other content that you have made or contributed to);
3. Your CV or resume

Please note the title of the position you are applying for in the subject line of the email.

The application period will close at 11:59pm on March 12, 2020. Note: this is a rolling application process, so apply as soon as possible!

*Five One Labs is an equal opportunity employer and encourages candidates of diverse backgrounds, and of any gender, to apply for this position.*