

Manager – Marketing



Job Description
www.ennovent.com

The Manager – Marketing is a results-driven, mid-level professional leading Ennovent’s marketing strategy as well as its execution, with a focus on brand visibility, brand awareness, market positioning, partnership enabling etc.

Organization Profile

Ennovent is a business innovations catalyst for sustainability. We believe sustainable solutions for low-income markets can create long-term business value. We partner with the private, public and third sectors to take novel business ideas to these markets in developing countries. Since 2008, Ennovent has accelerated over 130 innovations in 30 countries through 40 projects.

As a young, evolving for-profit enterprise Ennovent’s core strength is our team – a talented and self-motivated group of professionals with strong backgrounds in fields such as impact investment management, low-income markets, international development, business operations, entrepreneurship and the environment.

Ennovent operates as a completely virtual organisation with team members working exclusively from home-based environments around the world. Our culture is dynamic; we are highly responsive to new ideas and initiatives that could advance our organisational aspirations, while also fostering a positive impact on low-income markets in developing countries. We promote a sense innovation, business ethics and professionalism in all our operations.

For further details about Ennovent, please visit: www.ennovent.com

Position Profile

Title	Manager – Marketing
Job Objective	To lead the design of Ennovent’s marketing strategies.
Position Type	Full-time
Compensation	A compensation package commensurate with experience and Ennovent’s compensation structure
Start Date	As soon as possible
Location	Anywhere globally, home-based
Reporting Relationship	Managing Director

Position Description

The specific responsibilities of the Manager – Marketing will include, but not be limited to:

- Lead the creation (concept, content, design etc.) of Ennovent’s marketing strategy as well as its execution; focusing on brand visibility, brand awareness, market positioning, partnership enabling etc.
- Contribute to the overall strategic development of the marketing function.
- Lead social media marketing activities, curating Ennovent’s LinkedIn, Facebook, Twitter, etc.
- Lead the day-to-day management of key stakeholder groups, including Brand Ambassadors, Media Partners and Outreach Partners.

- Lead events, media and press outreach for various Ennovent and client initiatives.
- Ensure appropriate segmentation for lead generation of Ennovent's databases.
- Perform detailed research to inform strategic and tactical decisions related to online and offline marketing.
- Support the development of policies, processes and systems to enable effective execution of marketing campaigns.
- Contribute to any additional administrative or logistical support activities, as required.
- Contribute to feedback loops to ensure a model of continuous improvement and value for both clients and Ennovent.
- Manage junior staff, where required.

Qualifications

The successful candidate should have the following attributes:

- An advanced degree in marketing, PR, communications or related field.
- 7+ years of professional experience in a marketing or communications role with advancing management responsibilities.
- Proven knowledge of best practices for online and offline communications and marketing.
- Exceptional creative and technical writing abilities in English.
- Basic or Intermediary experience with Adobe Photoshop.
- Ability to manage multiple tasks effectively with frequent interruptions.
- Ability to work productively in a fast-paced, unstructured environment.
- An entrepreneurial mindset and the ability to work with independence, ambiguity and flexibility to ensure targets and outcomes are reached.
- A clear motivation to work in a start-up culture focused on having a positive impact at the bottom of the pyramid
- Exceptional written and verbal communications in English.
- An extroverted personality that enables high-impact networking skills and instincts is an advantage.

Compensation

Ennovent offers a salary package in line with a structured compensation plan and commensurate with experience to all employees. This will be a full-time work-from-home opportunity anywhere globally. The Manager - Marketing may be required to perform infrequent travel.

To Apply

Please apply with detailed resume and cover letter expressing your interest in this position and relevant past experiences to Sheena Agarwal, Manager - Operations at career@ennovent.com