



## Open Position: Marketing & PR Co-ordinator

*Call for Applications*

### About IIX:

Impact Investment Exchange ([IIX](#)) is the pioneer in the impact investing movement and a global leader in sustainability. We have transformed the financial system so that women, the environment and underserved communities are finally given a value and a voice in the global market. Over the past decade, we have built the world's largest crowdfunding platform for impact investing ([Impact Partners](#)), operated award-winning enterprise technical assistance programs such as [IIX ACTS](#), created innovative financial products such as the [Women's Livelihood Bond™ Series](#) and established an [Impact Institute](#) and [Research & Advisory](#) to build the sustainable investing market. To date, our work has spanned **53 countries**, unlocked **US\$281 million** of private-sector capital, positively impacted over **159 million** direct and household lives, and avoided over 1.83 million tons of carbon. The foundation of IIX's work is [IIX Values](#), an innovative impact verification solution for every organization, which effectively measures the social and environmental impact of an investment and gives value to the voices of the underserved. In 2022, IIX launched the [Orange Bond Initiative™](#) to unlock \$10 billion in the capital markets by 2030 and impact 100 million women in the last mile. The recent issuance of the [Women's Livelihood Bond™ 5](#) is now officially listed on the Singapore Exchange (SGX) as the world's first Orange Bond. IIX's numerous awards for its work include the Oslo Business for Peace Award, the P4G State-of-the-art Partnership award, the UN Global Climate Action Award and most recently the Environmental Finance's Award for Innovation.

Please visit our website to know more about us. [www.iixglobal.com](http://www.iixglobal.com)

### About a career with IIX:

You will join a highly effective team that provides you with unparalleled hands-on exposure to the Impact Investing, Gender Lens Investing and Sustainability space. You thrive in tackling development issues and excel in creating solutions using structured strategies and unprecedented programs that address and solve the world's most pressing problems, from food security to inclusive finance to clean energy. You aim to become a global development leader who has a passion for the intersectionality of finance and international development and to get involved in work that makes a difference.

When you join IIX, you embark on a rewarding career where we are heavily invested in your professional development, as we will build on your strengths and help you gain new skills with training, coaching encouragement and guiding you in the right direction. It is a value addition to advance your career, providing you invaluable exposure to the rapidly growing impact investing space.

You WANT to instigate change.

Thus, as a successful team member, you should be a **PREM**:

- **Passionate:** Commitment to social finance and impact investing as a path to unlock society's potential to effect social change is essential for a happy and successful tenure at IIX.
- **Resilient:** Similar to our enterprises working in emerging markets, our IIX team members have strong mental and emotional fortitude and is able to recover quickly from difficulties or setbacks. We look for people with an adaptable and positive attitude and strong sense of self-worth, which enables them to move forward and

continue to strive for their goals even in the face of adversity.

- **Equitable:** At IIX, we manage toward impact maximization and produce measurable and transparent returns – both social and financial. These results strengthen the ecosystem and transform existing realities by helping impact enterprises magnify their impact and scale. We are fair and impartial in our actions and ensure that we make objective and unbiased decisions based on facts and impact.
- **Maverick:** While IIX is a seasoned stakeholder in the impact enterprise and impact investing space in Asia, we pride ourselves on creating new opportunities. We look for people with an independent and unorthodox approach to thinking and behaving. If you are someone who is non-conformist, innovative, and independent, often going against the grain, does not like following the crowd and is not afraid to express your own opinions, we want you.

Our clients and partners span the spectrum of public and private sector including foundations such as the Rockefeller Foundation and Bank of America-Merrill Lynch Foundation, corporations such as Standard Chartered Bank and KKR, international non-profits such as Oxfam and World Vision, multilateral institutions such as the Asian Development Bank, UN Agencies such as UNDP, and government agencies such as USAID and SIDA.

#### **About the role:**

We are seeking a highly organized and proactive individual to coordinate the publicity for the launch of our Founder and CEO's upcoming book. The Book Publicity Coordinator will be responsible for working closely with the book's publishers to ensure that the book receives maximum exposure and reaches its target sales goals.

#### **Key Responsibilities:**

- Coordinating with publishers to schedule and execute promotional activities for the book
- Answering and responding to emails from media outlets, reviewers, and other stakeholders
- Writing / overseeing op-ed pieces and other content to promote the book
- Managing the marketing and advertising efforts for the book launch
- Monitoring and analyzing book sales to help reach target goals

#### **Qualifications:**

- Strong writing and communication skills
- Proven experience in book publicity, marketing, or a related field
- Proven ability to coordinate and execute successful promotional campaigns
- Excellent organizational skills and attention to detail
- Strong knowledge of the book publishing industry preferred
- Experience in the USA preferred (i.e. work experience, educational background)

This is a full-time position with competitive compensation and benefits. The selected candidate will have the opportunity to work closely with IIX's Founder and CEO, Professor Durreen Shahnaz and gain valuable exposure to the American book publishing industry. If you have a passion for book promotion and have a proven track record of success, particularly in the US market, we would like to hear from you.

**Submission:** Please submit a cover letter and a resume to [jobs@iixglobal.com](mailto:jobs@iixglobal.com); a test on technical knowledge will also be required if you are shortlisted or you can provide your work samples. Qualified candidates will be considered and contacted by a member of the IIX team for interviews and discuss your skills, interest and experiences. IIX is an equal opportunity employer.