



Open Position: Senior Marketing Executive, Social Media & Content

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](#) and established an [Impact Institute](#) and [Research & Advisory](#) to build the sustainable investing market. To date, our work has spanned **53 countries**, unlocked **US\$217 million** of private-sector capital, and positively impacted over 140 million direct and household lives, and avoided over 1.4 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. IIX recently launched the [Orange Bond Initiative](#) to unlock \$10 billion in the capital markets by 2030 and impact 100 million women in the last mile. 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.

About a career with IIX:

You will join a highly effective team that provides you with an un-paralleled hands-on exposure to the Impact Investing and Social Finance 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 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:

As part of the Marketing and Advocacy team, this role will appeal to an individual with an upbeat personality and who is a team player. This position will be responsible for supporting the department in marketing tasks and coordinating marketing projects and activities. This role requires a ‘hands-on’, conscientious and self-motivated individual who consistently meets objectives and timescales. Being naturally organized and able to manage multiple projects at the same time is essential.

The applicant will work on a range of different marketing disciplines and on a unique portfolio of growing events with assigned responsibility for specific key areas. Flexibility and a hands-on approach will be essential for success in a very busy working environment. This is an exciting opportunity in a demanding, but very rewarding role, within a fast-growing company.

You will have the opportunity to make a direct and measurable impact - on content, products, or internal and external clients. You will have direct exposure to the management team and have the chance to share your ideas and opinions with them regularly.

Specific scope includes:

- Assist and support the Manager in planning multi-channel marketing campaigns, launches, and digital/social plans in line with business strategies, following through on the execution and community management
 - Covering brand and tactical campaigns for IIX Global’s Products and Services, with a focus on driving leads, building awareness, and customer acquisition
 - Channel focus will be social media, emails, and written content such as blog posts
 - Collaborating with the in-house designer to ensure that visuals and materials are in line with brand guidelines
- Optimize marketing automation and lead nurturing processes through email, content, and social channels
- Conduct customer, competitor, and product research

- Create monthly reports containing a description of monthly activity, suitable advice and recommendations, and a clear summary of performance against the key performance indicators and metrics
- Propose new and improved inbound marketing campaign ideas

The position will be based in our Singapore headquarters.

To be a successful candidate with IIX, you should be:

- Organized and with excellent attention to detail.
- Proactive and able to work autonomously without being nudged or reminded about tasks and responsibilities.
- Able to manage multiple tasks simultaneously under deadlines and pressure.
- Able to anticipate potential problems and know when to ask for help.
- Some familiarity with applications such as Google Analytics, Meta Advertising, LinkedIn Advertising as well as Microsoft Word, Excel, Powerpoint and Google Drive, would be beneficial
- A great communicator - via email, by phone and in-person.
- Able to understand that the world of marketing is not a 9-5 job, all the time.
- Professional in appearance and demeanor, comfortable dealing with high-level executives globally.
- Possesses a good sense of design and aesthetics
- Proficient marketing writer

Requirements:

- Marketing Degree, Digital Agency experience, Digital related certifications, or equivalent working experience
- 3 to 5 years of Marketing experience
- Proven experience in managing B2B or B2C campaigns from end-to-end, to drive awareness, leads, and conversion
- Ability to work with agencies and industry partners.
- Hands-on execution experience for inhouse projects or agency projects.
- Good interpersonal communication, with digital metrics know-how.
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex and dynamic environment and focus on the delivery of results in the form of engagement, leads, and sales
- Good understanding and interest in new media – digital and social media marketing

Submission: Please submit a resume, cover letter, your college/university transcripts and a one-page writing sample to jobs@iixglobal.com. Qualified candidates will be considered and contacted by a member of the IIX team for an interview to discuss your skills, interest and experiences. You will also be requested to complete a writing and marketing skills exercises. IIX is an equal opportunity employer. Only candidates who are excellent writers, critical thinkers and energetic team players will be successful at IIX.