



## Open Position: Assistant Marketing Manager - Indonesia

*Call for Applications*

### **About IIX:**

Impact Investment Exchange ([IIX](#)) is a pioneer in the global impact investing movement, dedicated to reshaping finance for sustainable development with a focus on gender equality and climate action. For over a decade, we've been building the sustainable investing market, from establishing the world's largest crowdfunding platform for impact investing ([Impact Partners™](#)), operating award-winning enterprise technical assistance programs, creating innovative financial products such as the [Women's Livelihood Bond™ Series](#), and establishing an [Impact Institute](#) and [Research & Advisory](#). Our work has spanned **60 countries**, unlocked **US\$418 million of private-sector capital**, positively impacted over **160 million direct and household lives**, and avoided over **1.9 million metric tons of carbon**. The base of IIX's work is [IIX Values™](#), an impact verification tech solution measuring investments' social and environmental impact to the last mile, amplifying the voices of the underserved. In 2022, we launched the [Orange Movement™](#) and within that created a new asset class, Orange Bond, to unlock \$10 billion in capital markets by 2030, impacting 100 million women, girls, and gender minorities. Recognized with numerous accolades, including the Oslo Business for Peace and UN Global Climate Action Award, our efforts are propelled by our team's 'PREM' values—passion, resilience, equity, and mavericks—bringing meaningful change to Global South communities and the 99%.

### **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:**

We seek a highly motivated and organized individual to join our dynamic marketing team as an Assistant Manager. The ideal candidate will have a strong background in project management, content marketing strategy development, and execution, with a proven ability to handle multiple tasks and responsibilities simultaneously. As the Assistant Marketing Manager, you will play a pivotal role in supporting the overall marketing initiatives and ensuring the successful implementation of various projects. Additionally, a passion for gender and climate initiatives will be an asset, as we are committed to driving lasting impact in these areas.

#### **Responsibilities:**

##### **Project Management:**

- Effectively manage and coordinate multiple marketing projects simultaneously, ensuring timely and successful completion.
- Collaborate with cross-functional teams to define project scope, objectives, and deliverables.
- Monitor project timelines and budgets to ensure adherence to deadlines and financial goals.

##### **Content Marketing:**

- Contribute to developing comprehensive content marketing strategies that align with business objectives.
- Execute content plans, including creating, editing, and optimizing various types of content (blogs, articles, social media posts, etc.).
- Analyze content performance metrics and make data-driven recommendations for optimization.

##### **Marketing Campaigns:**

- Assist in planning, executing, and measuring the success of marketing campaigns across various channels.

- Collaborate with internal teams and external partners to ensure seamless campaign implementation.
- Monitor and analyze campaign performance, providing insights and recommendations for improvement.

**Market Research:**

- Stay abreast of industry trends, competitor activities, and emerging opportunities.
- Conduct market research to identify customer needs, preferences, and pain points.

**Analytics and Reporting:**

- Utilize analytics tools to track and measure the performance of marketing initiatives.
- Prepare regular reports on key performance indicators, providing insights and recommendations for optimization.

**Qualifications:**

- Bachelor's degree in Marketing, Journalism, Business, or a related field.
- Proven experience in project management and handling multiple projects simultaneously.
- Demonstrated experience in developing and executing content marketing strategies.
- Strong understanding of various marketing channels and their integration.
- Excellent written and verbal communication skills.
- Analytical mindset with the ability to interpret data and make informed decisions.
- Proficiency in using marketing and project management tools.
- Passion for gender and climate initiatives.

**Attributes:**

- Highly organized and detail-oriented.
- Proactive and able to take initiative.
- Strong team player with excellent interpersonal skills.
- Ability to thrive in a fast-paced, dynamic environment.
- Creative thinker with a strategic mindset.

**Location: Indonesia**

If you are passionate about marketing and share a commitment to gender and climate initiatives, possess excellent organizational skills, and have a track record of success in managing projects and executing content marketing strategies, we invite you to apply for this exciting opportunity to contribute to our team's success and make a positive impact in these crucial areas.

**Submission:** Please submit a resume, cover letter, and marketing samples to [apply-137748913344@iix-global.breezy-mail.com](mailto:apply-137748913344@iix-global.breezy-mail.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.