



Open Position: Marketing Executive
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 with unparalleled hands-on exposure to the Impact Investing and Social Finance space. You thrive in tackling development issues and 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 guidance in the right direction. It is a valuable 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 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 a 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 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 sectors, 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 team, this role offers an exciting opportunity for an enthusiastic individual with a passion for marketing and a desire to make a tangible impact. We seek a dynamic team player who thrives in a fast-paced environment and is eager to contribute to our growing success.

Key Objectives:

- Assist in driving multi-channel marketing campaigns and initiatives to support business strategies and objectives.
- Enhance brand awareness, drive customer acquisition, and generate leads for IIX Global's Products and Services.
- Contribute to developing and executing marketing campaigns to attract and engage our target audience.

Career Development Opportunities:

Joining our team presents a unique career growth and advancement opportunity within a rapidly expanding company. We are committed to supporting your professional development and providing opportunities for you to excel in your role.

Required Experience and Skills:

- Experience in marketing focusing on multi-channel campaign planning and execution (internship experience would also be considered)
- Familiarity with tools like Google Analytics, Meta Advertising, and LinkedIn Advertising.
- Proficiency in Microsoft and Google Suite.
- Excellent communication skills and the ability to collaborate effectively with cross-functional teams.

Responsibilities:

- Collaborate with the marketing team to plan and execute multi-channel campaigns and launches.
- Manage social media, email marketing, and content creation channels to drive engagement and conversions - work split to be decided
- Work closely with the in-house designer to ensure brand consistency and high-quality visuals.
- Conduct market research and competitor analysis to inform marketing strategies.
- Prepare reports on campaign performance and provide actionable insights and recommendations.

Additional Attributes:

- Organized and detail-oriented.
- Proactive and able to work autonomously.
- Ability to manage multiple tasks under tight deadlines.
- Problem-solving skills and willingness to seek assistance when needed.
- Professional demeanor and ability to interact confidently with stakeholders at all levels.

Requirements:

- Bachelor's degree in Marketing or related field, or equivalent practical experience.
- 2 to 4 years of hands-on marketing experience, preferably in a digital agency or related environment.
- Demonstrated proficiency in digital marketing strategies and execution.
- Strong interpersonal and communication skills, with a keen understanding of digital metrics and analytics.
- Passion for staying updated on emerging trends and technologies in digital and social media marketing.

Submission: Please submit a resume, cover letter, and portfolio to apply-be04829fbdde@iix-global.breezy-mail.com.