



Impact Investment Exchange (IIX)

Open Position: Book Marketing Specialist (Part-time)

Call for Applications

About Impact Investment Exchange (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 through capital mobilization and data-based solutions. For over a decade and a half, 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](#), (listed 6 bonds in the public market with zero credit default) and establishing an [Impact Institute](#) and [Research & Advisory](#). While we are very deep with our work in Asia, the Pacific, and Africa, our work spans **60 countries globally where we have invested** close to **\$500 million of private-sector capital**, positively impacted over **160 million direct and household lives**, and avoided over **1.9 million metric tons of carbon** and have collected over 90,000+ data points on sustainable micro, small and medium enterprises (MSMEs). 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, along with global partners, launched the [Orange Movement™](#) and, within that, created a new asset class, [Orange Bond](#), to demonstrate the intersectionality of gender equality and climate action and unlock \$10 billion in capital markets by 2030, impacting 100 million women, girls, and gender minorities and making them a key player in climate mitigation and adaptation efforts. In 2024, we unveiled our global data hub, [IIX Intelligence™](#), which aggregates, evaluates, and benchmarks data from sustainable MSMEs, offering unparalleled insights into gender diversity, climate action, ESG performance, and community risk management. IIX Intelligence demonstrates with data the importance of MSMEs as a backbone of sustainable development. Numerous accolades, including the Oslo Business for Peace and the UN Global Climate Action Award, have recognized our efforts. Our team's '[PREM](#)' values—passion, resilience, equity, and mavericks—propel our efforts, 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 unparalleled hands-on exposure to the Impact Investing and Social Finance space. You will thrive in applying finance and research skills to tackle development issues and excel in creating solutions using structured strategies and innovative programs that address and solve the world's most pressing problems, from food security to inclusive finance to clean energy. You will 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 are 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.

Scope of work and position overview: IIX is looking to hire an experienced Book Marketing and Publicity specialist. This specialist will be responsible for developing and executing comprehensive marketing strategies to promote and sell The Defiant Optimist book, written by Prof. Durreen Shahnaz, IIX's Founder and CEO, across various platforms. The candidate will work closely with IIX marketing team and the author (the CEO) to ensure maximum exposure and engagement with target audiences. The Book Marketing and Publicity specialist will also be responsible for working closely with the book's publishers to ensure that the book reaches its target sales goals.

Key Responsibilities:

1. Marketing Strategy Development:

- Collaborate with IIX marketing team to develop effective marketing strategies tailored to each book's target audience, genre, and objectives.
- Research market trends, competitor strategies, and reader preferences to inform marketing plans.
- Apply for awards across various markets

2. Digital Marketing:

- Manage digital marketing campaigns across platforms such as social media, email, websites, and online advertising.
- Create engaging content for social media platforms to generate buzz and drive book sales.
- Utilize SEO techniques to improve book visibility and search rankings.

- Maintain and update The Defiant Optimist website

3. Content Creation:

- Develop compelling written and visual content, including book descriptions, blog posts, graphics, and videos, to promote books and engage readers.
- Coordinate with author to create promotional materials such as author interviews, book trailers, and behind-the-scenes content.
- Public Relations:
- Build and maintain relationships with media outlets, book bloggers, influencers, and reviewers to secure coverage and reviews for books.
- Pitch stories, press releases, and author interviews to relevant media contacts to generate publicity.

4. Event Management:

- Plan and coordinate book launch events, author signings, book tours, and virtual events to increase book visibility and sales.
- Collaborate with bookstores, libraries, and event organizers to schedule and promote author appearances and book-related activities.
- Keep close relationship with the book publishers in India and the US.

5. Analytics and Reporting:

- Monitor and analyze marketing campaign performance metrics, sales data, and customer feedback to assess effectiveness and identify areas for improvement.
- Prepare regular reports and presentations for authors, publishers, and stakeholders to communicate results and recommendations.

Qualifications:

- Bachelor's degree in Marketing, Communications, English, or a related field.
- Proven experience in book marketing, preferably in the publishing industry.
- Strong written and verbal communication skills.
- Creative thinker with a passion for storytelling and literature.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and analytics.
- Excellent organizational and project management skills, with the ability to multitask and meet deadlines.
- Knowledge of current trends in publishing, book marketing, and consumer behavior.

Location: Flexible/Remote

Start date: Immediate. The engagement will start with 2 full days per week for the initial 2 months.

Application submission: Please submit your latest resume with a cover letter outlining your experience and share examples of previous PR, marketing, or publicity work in publishing that you have done earlier to apply-42dd1c790c37@iix-global.breezy-mail.com