Communications & Marketing Manager

- **Vacancy for:** 1
- **Posted on:** Sept. 13, 2017
- **Deadline:** Sept. 28, 2017, 11:55 p.m.

Project: Better Brick - Nepal

Job Description: Full-Time Communications & Marketing Manager

Country Focus: Nepal

Responsible to: GFI's Nepal Country Director and Better brick Nepal's Chief Operating Officer(Nepal)

Organizations: The Global Fairness Initiative (GFI) is currently overseeing the Better Brick-Nepal Program.

Duration: One year contract, with the possibility of extension and dependent on grant funding.

Compensation: Commensurate with Experience

Opportunity Background

Over 200,000 workers, of whom as many as 32,000 are children, labor in unhealthy and unsafe conditions in Nepal's brick kilns. The informal nature of the industry, which operates on the periphery of communities and with little government oversight, has served to entrench exploitive labor practices such as forced, bonded, and child labor. While work conditions are often harsh, the brick industry provides needed income to thousands of unskilled laborers, and in the wake of the Gorkha Earthquake of April 2015, the sector has become a particularly vital source of the jobs and building materials necessary for Nepal's rebuilding and recovery.

The Better Brick - Nepal Program's objective is to transform the brick industry by eliminating child, forced, and bonded labor. We incentivize kilns to improve conditions for workers through access to better production techniques, stronger operations, and the creation of a market for ethically produced bricks. To achieve this, long entrenched systems of recruiting workers, paying wages and operating kilns themselves must be reformed and new, locally appropriate, approaches introduced that maintain the financial benefit for owners and workers alike. Brick kilns in Nepal play an important role in an economic infrastructure that supports the livelihoods of thousands of workers and provides the raw materials that drive Nepal's reconstruction and future growth. A future goal of Better Brick - Nepal is to create a more nuanced vision of brick production with wider recognition of good and bad practices where currently, the sector is largely disparaged on the whole. The impact of creating this "choice" leverages a prevalent interest from kiln owners to find solutions to social and environmental problems entrenched in the sector, and taps into an insurgent demand for responsibility and accountability in the commercial sector in Nepal, led in part by international donor agencies, and amplified in the wake of the Gorkha earthquake.

The Better Brick - Nepal Program

The Better Brick - Nepal Program is a collaboration between the Global Fairness Initiative (GFI), GoodWeave, and local Nepali NGOs, supported by Humanity United. The program's objective is to incentivize kilns to eliminate bonded, forced, and child labor in the brick industry by increasing market opportunity and improving enterprise viability. Better Brick - Nepal is achieving this objective by utilizing a "tiered" system of engagement to differentiate levels of progress towards improving working conditions, as defined by the Better Brick - Nepal Standards, the program's levels of engagement and investment on each kiln, and intensities of market facilitation and promotion for the kilns.

Better Brick - Nepal currently has 40 partner kilns, which fall into three tiers - Participant Kilns, Member Kilns, and Certified Kilns. By staggering engagement and investment based on performance, the program can partner with more kilns, more quickly. In addition, by marketing Member and Certified Kilns, the program can start to add in suppliers to meet the increased demand, while also ensuring that a zero tolerance policy on child labor is upheld.

Better Brick - Nepal's specific objectives are:

- Support kilns in sustainably improving working conditions on their kilns and ultimately help them become a viable enterprise that is certified as a Better Brick Kiln

- Create a market segmentation for “Better Bricks” and secure buyers interested in purchasing socially-responsible produced bricks
- Generate awareness around the challenges brick workers face among public consumers, policy makers, and decision makers to galvanize support for improving working conditions on brick kilns and creating a market preference for Better Bricks,
- Implement a multi-stakeholder engagement strategy to segment the brick market and drive a set of policies and practices that incentivize the production of Better Bricks.
- Creation of a local entity – Better Brick Nepal – and strengthening of its capacity to manage the program and supporting initiatives

Roles and Responsibilities

The primary responsibilities of Better Brick – Nepal’s Communications and Marketing Manager are to provide strategic and functional communications and marketing support to the program.

Communication Strategy

- Support GFI’s Country Director and Better Brick-Nepal’s Chief Operating Officer (COO), in close coordination with GFI’s Program Director in Washington, D.C., in developing a Better Brick -Nepal Communication Strategy and action plan
- Manage and ensure effective implementation of the Better Brick – Nepal’s communication strategies and action plans
- Assist in monitoring of communication activities, including perceived success of each activity and provide constructive feedback
- Identify communication needs within project areas and design necessary communication materials both at the national level and at the local level
- Any other duties, as assigned

Communication Activities and Deliverables

- Draft communication materials including press releases, newsletters, meeting invitations, BBN promotion materials, among others
- Organize workshops, events, training, and meetings and support GFI’s Country Director and Better Brick - Nepal’s COO during those events to effectively deliver and promote Better Brick - Nepal’s goals
- Collect stories and materials for newsletters and other media requirements
- Support the team in any reporting requirements, including progress reports to GFI/DC
- Coordinate closely with GFI’s Country Director, COO, and GFI’s Program Director in Washington, D.C., and other team members to ensure that the communications activities are supporting the Program’s goals
- Maintain database of media contacts, inquiries, and outreach efforts
- Any other duties, as assigned

Marketing Strategy and Activities

- Support GFI’s Country Director and Better brick Nepal's Chief Operating Officer (COO), in close coordination with GFI’s Program Director in Washington, D.C., in developing a Better Brick -Nepal Marketing Strategy and action plan
- Manage and ensure effective implementation of the Better Brick – Nepal’s marketing strategies and action plans
- Assist in monitoring of marketing activities, including perceived success of each activity and provide constructive feedback
- Conduct market analyses, contact relevant stakeholders and perform other market outreach as required
- Any other duties, as assigned

Promote Objectives of BBN Program

- Support GFI’s Country Director and Better brick Nepal's COO in promoting the objectives of the better Brick - Nepal Program
- Organize workshops, events, and meetings to promote Better Brick - Nepal’s objectives external stakeholders
- Ensure continuity of messaging across Better Brick - Nepal Program partners including GFI, IOs, GoodWeave, and Humanity United
- Any other duties, as assigned

Knowledge and Experience:

- 10 years+ experience in communications and marketing with demonstrated results
- Strong background in strategic communications planning
- Strong background in management of day-to-day communications and marketing

- Strong oral and written communication and presentation skills
- High competence using standard office software systems including MS Word, Excel, and PowerPoint
- A high level of personal integrity, efficiency, and ability to balance multiple tasks and deadlines
- Fluency in both English and Nepali required
- Prior experience or exposure to brick industry a plus

Success Factors:

The successful candidate will bring a wealth of experience in managing communications and marketing for burgeoning organizations. This experience will include developing and implementing a long-term strategy while simultaneously managing day-to-day needs to successfully promote Better Brick - Nepal.

TO APPLY,

Please email a Letter of Interest with most recent CV to **info@globalfairness.org**

Please reference "**BBN Communications & Marketing Manager**" in the Subject line

OR,

Applying Procedure

Apply Link : https://merojob.com/communications-marketing-manager/

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