



**Position title:** Head – Marketing, Communications and PR

**Reports to:** Chief Operating Officer (COO)

**Shop for Change Fair Trade**, a not-for-profit social enterprise, is India's first and only fair trade label – an on-product mark of assurance that small farmers get a fairer deal and the environment is cared for. 80% of India's farmers are small and are exploited by middlemen, barely earning INR 2500 p.m. Shop for Change certifies small farmer groups against its fair trade standards and then connects them directly to retailers / brands or even consumers, thus ensuring a win-win proposition for all.

Cotton is the first fair trade certified product where we have partnered with leading brands such as *Shoppers Stop, ColorPlus and Anita Dongre*. This year Shop for Change is working with six food farmer groups across India and has successfully tapped the corporate gifting market to start with by enabling farmer groups to sell over 11,000 food hampers. *Aditya Birla Group, Thomas Cook, DHL, Axis Mutual Fund, Hexaware, and Etihad Airways*, among others, bought these to gift to their employees/customers. Luxury hotels like *Four Seasons* have also come on board. Shop for Change is in parallel working towards building a consumer movement for fair trade and has been extensively covered in mainstream media (<http://shopforchange.in/media.htm>). Please visit [www.shopforchange.in](http://www.shopforchange.in) for more information.

### **The position**

Across categories, Shop for Change is marketing its concept both to target partner companies and consumers to create market demand that benefits poor farmers. The organisation seeks a bright, motivated, entrepreneurial individual who can help Shop for Change find innovative ways to deliver its message to India, create a broad fair trade movement across the country, and **most importantly translate concept awareness to sales**.

### **Job responsibilities**

- Develop Marketing, PR, Communications strategy aimed at corporate targets and consumers and take the lead role in **day to day strategy implementation** against clear targets and deliverables
- Lead / co-ordinate development of general *marketing collateral* such as brochures and presentations as also client specific material including point of sales material
- Strategise, plan, and implement promotional *events* including *stalls (for sale) at exhibitions*
- Work with corporate partners to develop and implement joint marketing strategies, including *in-store promotions* (e.g. point of sales material, giveaways for consumers)
- Build and manage relationships with mainstream electronic, print, and online *media* ensuring regular coverage for Shop for Change in general and more specifically during brand launches
- Implement online marketing (includes managing the *website*) and *social networking* strategy and manage regular social media communication and monthly *e-newsletters*
- Recruit *celebrity* brand ambassadors and manage those relationships
- Build and manage relationship with NGOs and other *allied* organisations that can promote the Shop for Change cause

### **Desired candidate profile**

- MBA in Marketing / Communications from a reputed institute preferred (not a must)
- Prior experience in independently managing areas in Marketing, Communications and PR as enlisted above
- Conversant with design software / able to design collateral with minimal external support (preferred)
- Prior experience in content writing / copywriting (preferred)
- Hands-on (able to manage the role independently without a team)
- Well-networked with vendors for managing events
- Self-starter (able to perform effectively with minimal supervision)

Interested candidates may send a covering letter and updated resume to [jobs@shopforchange.in](mailto:jobs@shopforchange.in) (mention the position applied for in the subject line).