



## Agri-Smart Marketing Manager Job Description

### Company Overview

Under the umbrella non-profit organization BB2C (Brooklyn Bridge to Cambodia), the social enterprise Agri-Smart has benefited local entrepreneurs since 2015 by manufacturing and distributing agricultural products in Cambodia. Everything is made by Cambodians for Cambodians. The Agri-Smart manual water pump and rice seeder machine provide labor-saving and profit-making opportunities that help farmers break the cycle of poverty. Agri-Smart also trains participating farmers how to use and maintain all new products to guarantee continuance.

### Job Purpose

The Marketing Manager handles day to day marketing activities and long term marketing, sales and business strategies. We are looking for a full-time Marketing Manager in-country to report to the country director and work very closely with the New York based founder through email and phone communications.

### Qualifications

- Bachelor Degree (with at least one year of marketing experience preferred) with fluent English skills
- Interest in agriculture, the international development industry, social enterprises
- Strong budget management, project management, and communication skills
- Self-motivated and able to work with limited supervision but also in small group settings
- Ability to work and travel within Cambodia

### Key Roles and Responsibilities

- Develop the marketing strategy for the organization in line with the organization objectives
- Oversee the organization's marketing budget and expenses
- Responsible for brand management and overall organization identity in Cambodia and the USA
- Create, edit and distribute all marketing materials in line with specific marketing plans
- Update Facebook and website content based on communications with New York office
- Build partnerships with NGOs, MFIs and Farmer Associations to expand business initiatives
- Support country director in sales and distribution efforts by brainstorming new marketing approaches
- Help identify funding and support in the preparation of proposals, grants and business plans
- Prepare monthly reports on sales activities, marketing initiatives and overall business performance