PART-TIME SALES AND MARKETING MANAGER

BACKGROUND ON PROSPERITY CATALYST

Prosperity Catalyst (PCat) is a nonprofit, organized in 2012. Our mission is to incubate women-led businesses in distressed regions of the world. We do this by supporting, training, and inspiring women to become economically independent; building their business and vocational skills; assisting them to access finance; and connecting them to a for-profit export hub, which links them to local and global markets.

Iraq Program
In 2013, PCat launched a three-year program in Baghdad, Iraq, where it has trained and employed over 75 women to produce candles. In 2015 launched the Akkadian Collection, which has since sold over $130,000 worth of product in the US market. In September 2016, PCat was awarded a new grant to expand its operations in Iraq to serve Internally Displaced People (IDPs) in Kurdistan, many of whom come from areas held by ISIS. This program involved the employment of women entrepreneurs in the production of jewelry and quilts. Over the last two years, the program expanded to include a total of 6 locations across Iraq where we are delivering technical and business training to several hundred artisans the majority women who will be involved in the production of a new line of Akkadian products including embroidered cushion covers, pouches, bags, baskets, and jewelry.

Haiti Program
In 2013, PCat launched a women-led candle production and export company in Haiti called Fann Limye (Women Illuminated). Since then, we have provided business training to 72 artisan groups in and around Port-au-Prince. With assistance from international designers, PCat also helped the artisans to launch two lines of candles and jewelry. To gain access to better quality beeswax for its candles, PCat began training beekeepers in Western Haiti. To date we have trained 648 beekeepers, 65% of the women. PCat buys wax from the beekeepers to make candles for export. We are currently working on a large order of 8,000 beeswax tealights per month for 9 months for a large US wholesale buyer.

JOB DESCRIPTION

Prosperity Catalyst’s Sales & Marketing Manager will be a contractor or half-time staff person responsible for leading a small marketing and sales team, which will include a logistics and order fulfillment specialist and a social media contractor. Prosperity Catalyst, which is certified through the Fair Trade Federation, sells both direct to customers through its e-commerce platform, www.catalystcollections.com, and to retailers, including museum stores, GlobeIn, and Simple Switch. The Sales and Marketing Manager will take the lead in defining PCat’s sales strategy, developing a marketing plan, promoting online sales, and developing wholesale relationships in the US. In addition to a base salary of $30,000 - 40,000 (based on experience) for half-time work, s/he will be compensated with a 15% sales commission on sales made. S/he will also participate in the selection and management of product designers working with our artisans in Haiti and Iraq.

S/he will supervise an order fulfillment specialist, who will be responsible for Prosperity Catalyst’s Shopify e-commerce site, coordinating order fulfillment with our producers in the field as well as with our order fulfillment company based in southern Massachusetts, and working with a finishing and packaging subcontractor. S/he will also supervise a contracted social media specialist who will maintain our e-commerce
site up to date, promote online sales, improve the customer experience online, as well as provide exceptional customer service.

The Sales and Marketing Manager will report to our Executive Director and will work closely with the two field teams and their managers based in the US. Prosperity Catalyst is looking for creative, innovative, and results-oriented individual who thrives in a fast-paced and not always predictable environment. The Sales and Marketing Manager will demonstrate strong analytical skills and an ability to adapt to changing needs. S/he will be a team player, a great networker and relationship builder, comfortable with ambiguity and passionate about delivering results. Strong communication skills, both written and oral, are paramount for the position. The position will give exposure to all aspects of a growing business.

This is a 20 hour/week, remote position, which may require occasional site visits to order fulfillment partners in Massachusetts.

RESPONSIBILITIES

Strategy and Brand Development

- In discussion with other members of the management team as well as the Sales and Marketing Committee of PCat’s board, define sales targets and a marketing and sales strategy to reach those targets within a five-year period.
- Articulate the Sales and Marketing Strategy in a Marketing Plan and Budget.
- Track progress against the Marketing Plan.
- Build the Catalyst Collections Brand so that it has a clear and consistent image in the market and a cohesive product offering that is refreshed on an annual basis.
- Follow market trends and adapt product lines accordingly.
- Support program staff in contracting designers, as funds are available, to develop new Catalyst Collections products.
- Contribute to the review of new product designs and pricing for their marketability in the US market.
- Advise about pricing for current product offerings.

Wholesale

- Identify potential wholesale customers and market products to wholesalers through emailing and cold calling.
- Manage wholesale relationships through continued customer service.
- Represent Catalyst Collections and our products at trade shows as necessary.
- Lead buyer visits to Haiti and Iraq when funds and conditions allow.

E-Commerce Management

Supervise a Social Media Consultant to:

- Manage e-commerce (Shopify) website.
- Propose and implement online advertising strategy to attract customers to e-commerce site.
- Track and analyze website data to revise advertising strategy accordingly.
- Collaborate with field personnel to collect new product and artisan images to refresh the site content.

Events
• Identify artisan craft fairs and holiday sales events that have potential for profitability for Catalyst Collections.
• Coordinate with order fulfillment specialist to handle logistics and staffing of the event.

Customer Service
• Define appropriate customer service protocols to maintain excellent relationships with all customers.
• Manage the response to all customer concerns in a timely and professional manner to resolve issues.
• Monitor and manage customer complaints and inquiries for patterns that need to be addressed.

Logistics
Supervise a half-time order fulfillment and logistics specialist to:
• Monitor US inventory and ensure product inventory is in place in accordance with customer demand and buying seasons.
• Communicate with local field offices to develop production schedules to manage inventory.
• Define quality control systems in the US and monitor quality of products coming into the order fulfillment center.
• Work with organization contracted to provide finishing and packaging of products to ensure quality and access to packaging materials.
• Work with order fulfillment center to ensure timely shipping of all wholesale and e-commerce orders.
• Support field offices as they take over responsibility for finishing and packaging products.

REQUIREMENTS
• Master’s or Bachelor’s Degree with Marketing focus
• At least 5 years of experience in e-commerce sales and marketing
• Track record of defining successful sales and marketing strategies
• Experience marketing artisan products from around the world
• Evidence of an established track record with wholesale buyers of artisan products
• Documented success in growing sales through wholesale buyers and e-commerce
• Understanding of how SEO and SEM can be used to boost on-line sales
• Strong communications skills in English (French and/or Arabic a plus)
• Ability to effectively communicate information and contribute innovative ideas in written and verbal format
• Strong analytic skills
• Proficiency in MS Office (Outlook, Word, Excel, PowerPoint) is required. Experience with the Shopify platform and Adobe Professional is a plus.
• Team player with the ability to work independently
• Ability to handle confidential and sensitive information
• Access to vehicle and ability to travel to Massachusetts at least twice a year

TO APPLY
Please send your resume/CV and cover letter to jackie@prosperitycatalyst.org by April 24, 2020.