



## Creative Communications

### Who we are:

HOPE was founded in 2012 with one Mission: to provide Filipinos with an easy way to vote with their peso about what was important to them. As an Impact Company and the country's 1st B Corp, we put Education at the forefront of our movement, building much-needed public school classrooms through the sale of Hope in Bottle water. In 2016, we branched out into Agriculture interventions that would help secure the livelihood of thousands of smallholder farmers through the Hope in a Coconut campaign in partnership with the world's leading coconut water brands.

Most recently, in 2019, we created the Plastic Credit Exchange, which works with game-changing companies to sustainably neutralize their plastic footprints to promote Environmentally responsible consumption and to make sure that we are working towards a safer, cleaner planet. All of these efforts come together to deliver on what we at HOPE promise – a movement leveraging the power of people to achieve great things Together.

Business for Good.

### About the role:

As our **Creative Communications**, you will use creative communications strategies to increase brand awareness for HOPE.

### Key Responsibilities:

- Develop and implement the Company's overall communication strategy, maximizing our presence on traditional and digital media.
- Lead research and content writing for all press releases, website, and social media communications.
- Develop and implement the overall communications strategy of the brands, specifically.
- Develop PR ideas, write press releases, and pitch story ideas that will encourage other content creators to feature HOPE's initiatives
- In charge of all press related events and inquiries - media roundtables, TV guesting and interviews of Founder, press conferences where HOPE and or Founder is part of
- Develop and maintain relationships with media publishers and Key Opinion Leaders.



**Competencies:**

- Candidates must have completed a degree in Marketing, Journalism, Creative Writing, and other related courses.
- Must have at least 2 years of work experience as a Corporate Communications Associate, PR Officer, or Writer in the advertising, print, eCommerce, FMCG, or related industries.
- Proficient in Creative Writing, PR, and copywriting.
- Excellent communication and presentation skills.

**Work location:** Makati City

**Work-Type:** Full-Time, Hybrid

Interested candidates may send their **CVs and portfolio with links to articles and press releases** to [careers@generationhope.ph](mailto:careers@generationhope.ph).