



## DIGITAL MARKETING

### **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 ([www.plasticcreditexchange.com/](http://www.plasticcreditexchange.com/)) 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 **Digital Marketing**, you will be in charge of growing the company's digital marketing strategy and content of all company's digital assets. You will drive our social media and SEO and improve our website presence to build our brand.

### **Key Responsibilities:**

- Strategize, manage and implement digital marketing strategies suited for an impact brand like HOPE
- Develop and execute content calendar across digital platforms that will drive business objectives for attracting consumers and potential customer partners;
- Design and implement social media strategy to align with business goals.
- Oversee creation, production, and execution of content for HOPE digital assets (social media and websites).
- Deliver audio-visual materials that aim to attract and encourage engagement with the audience
- Design the company's social media brand book and standards.
- Improving the company's digital presence, including building out and owning our SEO strategy to drive organic traffic and lead generation;
- Monitor SEO, web traffic, and other relevant digital KPIs and metrics



- Utilize data analytics to guide content calendar and content creation
- Send weekly digital performance reports

**Competencies:**

- Candidates must have completed a degree in Advertising, Marketing, Fine Arts, and Visual Communications.
- Must have at least 2 years of work experience as a Content Producer, Social Media Manager, or equivalent in advertising, FMCG, media, eCommerce, or any related industries.
- Proficient in basic photo and video editing,
- Excellent communication and presentation skills

**Work location:** Makati City

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

Interested candidates may send their CVs and portfolio with sample TikTok and IG reels to [careers@generationhope.ph](mailto:careers@generationhope.ph).