



MARKETING MANAGER

Who we are:

HOPE, the Philippines' first certified B Corp, is an impact organization that has consistently been 'Best for the World.' 100% of its profits are invested in improving public school infrastructure, increasing livelihood opportunities, and enabling efforts that conserve the environment.

Launched in 2012, HOPE's mission was simple: to provide Filipinos with an easy way to vote with their peso about what was important to them. We put Education at the forefront of our movement, building much-needed public school classrooms through the sale of our flagship product, Hope in Bottle.

In 2014, HOPE branched out to livelihood opportunities through agricultural interventions with the overall goal of increasing income for smallholder coconut farmers. As of 2024, we are on track to planting 2 million coconut seedlings and we look to engage even more smallholder coconut farmers in Mindanao.

Not wanting to solve one problem by contributing to another, HOPE set an audacious goal of becoming the first Philippine brand to offset 100% of its plastic footprint, making sure we walk the talk towards a safer and cleaner planet. In the same year, HOPE also launched Aling Tindera, a waste-to-cash program that aims to divert plastic waste away from nature, provide incremental income to communities, encourage behavior change, and educate the public about responsible plastic waste management.

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:

We are seeking an accomplished Marketing Manager with extensive experience in multinational corporations to lead our marketing efforts. This role is instrumental in amplifying our mission through strategic brand management, impactful public relations, fostering global partnerships & business development, crafting a robust social media strategy, supporting sales, and managing transformative events.

Key Responsibilities:

Marketing Strategy and Leadership:

- Develop and execute comprehensive marketing strategies aligned with HOPE's mission and growth objectives.
- Lead a talented team to innovate and implement marketing initiatives that elevate our brand and impact.
- Utilize market research and analytics to drive decision-making and strategy refinement.



Brand Management and Public Relations:

- Develop and design a brand strategy that is aimed at communicating HOPE'S brand personality through the execution of marketing campaigns
- Oversee all aspects of HOPE's market media relations and public relations including directing media outreach and managing external campaign
- Manage the development, editorial direction, design, and production of web, digital, and print communications; write and edit press releases and develop stories that further HOPE's communication goals
- Build direct relationships with members of the media to secure incremental coverage and bolster HOPE's standing with target audiences (corporate, consumer, government, NGOs)
- Proactively handle crisis communications and protect our brand reputation.
- Work with relevant HOPE team members and external partners in developing communications guidelines, materials, and assets

Social Media Strategy:

- Spearhead HOPE's global digital marketing and social media strategy across all relevant platforms / channels (paid and organic), and balancing target audiences across corporate/industrial, consumer, and government
- Devise and oversee the execution of social media content plan and HOPE campaigns, in collaboration with personalities and influencers, to increase HOPE following and engagement across key channels
- Set KPIs for communication and digital marketing strategy, track and report on metrics and trends to optimize social media performance and impact.

Sales and Business Development Support:

- Provide strategic marketing support to our sales team, including the development of effective sales tools and collateral.
- Analyze market trends and customer insights to inform sales strategies and maximize revenue opportunities.
- Foster a collaborative environment between marketing and sales to achieve shared goals.

Events Management:

- Plan and execute impactful events that showcase HOPE's mission and foster community engagement.
- Manage event's collaterals, budgets, and interdepartmental relationships to ensure seamless execution.
- Evaluate event success and ROI, and iterate strategies for future events.

Requirements:

- Bachelor's degree in Marketing, Communications or any related field
- At least 7 years of work experience in developing and managing marketing, communications and social media strategies
- Creative thinking skills and substantial knowledge of how communications, PR / media relations, social media / digital engagement, and branding work together
- Strong understanding of and ability to cultivate relationships within media landscape, including traditional and digital media



- Excellent presentation, public speaking and written communication skills; familiarity with drafting press and editing press releases and content
- Robust project management skills; ability to run multiple projects simultaneously in a fast-paced environment
- Ability to operate in a fast-moving, entrepreneurial environment – scrappy, willingness to execute while leading and drive near term impact while managing long term strategies
- Familiarity with the nuts and bolts of digital marketing and relevant KPIs, including social media (Facebook, Instagram, Twitter, TikTok, etc), web (SEO, metadata, Google Trend tracking, etc.), and email marketing (open rate, A/B testing, etc.); demonstrated capacity to manage external agencies.
- Experience generating and executing large-scale social media campaigns across multiple platforms