

MARKETING ASSOCIATE

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:

As HOPE's Marketing Associate reporting to the Marketing Manager, you'll play a pivotal role in developing and implementing marketing strategies that drive brand visibility and sales. Your expertise in trade marketing and digital channels will be essential for our success.

Key Responsibilities:

- **Co-Management of Trade Marketing Initiatives:**
 - Collaborate with sales teams to identify market trends and opportunities to enhance product visibility and engage consumers through effective in-store marketing.
 - Develop and execute trade marketing executional approaches across various channels.
 - Analyze competitor activities and consumer behavior to inform trade marketing efforts.
 - Co-design impactful point-of-sale materials, displays, and in-store promotions.

- **Support in Event Management**
 - Execute marketing initiatives during HOPE organized events with partners, ensuring brand management and visibility.
 - Develop event marketing materials and promotional strategies to maximize attendance and engagement during HOPE-organized community events.
 - Evaluate event success and gather feedback to improve future events.
- **Support Digital Marketing Plans:**
 - Manage and optimize our social media channels (Facebook, Instagram, Tiktok, LinkedIn).
 - Use data-driven insights to maximize impressions, engagement rates, and reach.
 - Co-create engaging content tailored to each platform, emphasizing visual storytelling.
 - Stay informed about social media trends and proactively capitalize on emerging opportunities.
- **Community Engagement:**
 - Actively participate in relevant online communities and discussions to promote our brand.
 - Proactively monitor social listening and regularly provide on-time feedback to Management, particularly for crisis-related issues.
 - Foster community interaction and build relationships with our audience.

Requirements:

- Bachelor's degree in Marketing, Communications or any related field
- Must be willing to join HOPE events and be available on the ground together with the Programs team across various locations inside and outside Metro Manila
- Must be able to effectively and efficiently operate with minimal supervision on the appropriate brand framework and guidelines provided by Leadership
- Previous experience in marketing, preferably within the social enterprise sector or related field, is an advantage.
- Strong understanding of marketing principles, strategies, and tactics, with a passion for making a positive impact.
- Excellent written and verbal communication skills in English and Filipino, with the ability to present to diverse audiences, both internal and external, on key points related to the HOPE brand.
- Robust project management skills; ability to run multiple projects simultaneously in a fast-paced environment
- Proficiency in Microsoft Office Suite and familiarity with marketing tools and platforms, such as social media management tools and email marketing software.
- Familiarity with Canva, basic graphic design and/or video editing is an advantage
- 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.
- Creative thinking and problem-solving skills, with attention to detail.
- Strong interpersonal skills and the ability to work collaboratively in a diverse team.