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| Position Title:       | Marketing and Communications Specialist      |
| Reporting To:         | Global Marketing and Communications Director |
| Supervises:           | NA   |
| Location:             | Lima, Peru                                   |
| Application Deadline: | June 15, 2018                                |

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### About Pro Mujer

Pro Mujer is a leading women's development organization and a mission-driven social enterprise that harnesses the power of innovation to drive transformative, sustainable ideas to scale. Pro Mujer empowers women to realize their full potential and delivers vital services that help women lift themselves out of scarcity, run successful businesses, invest in their own wellbeing, and uplift their families and communities. Today, Pro Mujer serves nearly 300,000 women in Argentina, Bolivia, Mexico, Nicaragua, and Peru and employs over 1,800 dedicated people across Latin America and the US.

Since 1990, Pro Mujer has disbursed more than US\$3 billion in small loans and provided business and empowerment training, and preventative, primary and reproductive health care to millions of women and their families in Latin America, transforming lives and communities.

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### Scope of Work

Reporting to the Director of Communications, the Marketing & Communications specialist is a new and crucial position, executing key elements of an overall communications and marketing strategy. He/she will craft print and digital plans; write communications and marketing assets; contribute to strategy, vision, tactics, and techniques; and build internal and external relationships.

The ideal candidate will be an excellent communicator and tactician; have experience executing digital campaigns, PR activities, and print communications; and enjoy problem solving. This position will be rewarding for a professional who thrives while collaborating and who enjoys building, rather than inheriting, a strategy and messages. The candidate will be a key member of the Marketing and Communications shared services team, and will report to the Global Marketing and Communications Director.

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### Responsibilities

- Manage relationships with a range of key stakeholders (e.g. clients, marketing colleagues, platform marketing teams, other departments, media agencies, providers, etc.);
- Develop and implement "out of the box" client loyalty programs relying on constant monitoring customer satisfaction data;

- Develop marketing budgets to support agreed strategy and manage the budget throughout the year; Oversee all relevant project budgets, including sourcing competitive quotes, negotiating media buys and advertising budgets, brand experiences, etc.;
- Ensure that all marketing initiatives perform above KPI's and with developed strategy;
- Provide the business and health areas with all materials required for training, developing our workforce teams;
- Develop key marketing materials and resources, ensuring brand alignment;
- Maintaining, drafting, and regularly updating content that promotes the organization, our campaigns and our projects (in English and Spanish);

## Minimum Qualifications

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- Bachelor's degree in Marketing, Administration, Industrial Engineering and / or related (preferably; post-graduate degree in Marketing and Communications);
- 4+ Years of experience in similar positions;
- Customer Relationship Management (CRM), Market Research;
- Digital Marketing, Commercial Intelligence and Commercial Management;
- Willing to travel to local operations;
- Must be bilingual Spanish, English.

To apply please submit your application to [seleccionperu@promujer.org](mailto:seleccionperu@promujer.org) with your resume and a cover letter that outlines your suitability for the role, annual salary expectations.

**Any applications sent directly to Pro Mujer staff will NOT be considered.**