

HEAD OF SALES AND MARKETING, 10-IN-10

We are a radical, ambitious and fast-growing start-up seeking a Head of Sales and Marketing.

LOCATION: Any country, WFH

REMUNERATION: Negotiable, commensurate with experience

TIME COMMITMENT: Full Time

Our mission is to tackle ten global challenges in ten years, starting with climate change.

We will achieve this through financing and training thousands of teams across the world. Our teams will be drawn from multiple sectors, including communities most impacted by these challenges.

They deliver meaningful results at both a scale and a pace reflecting the reality of a world where every month now counts.

IO-in-IO is a new type of organisation. We are not daunted by complexity, we are at home in complex situations, seeing them as opportunities for changing systems no longer fit for purpose.

Through our education arm, Complexity University, we train teams and individuals around the world to effectively tackle complex social, environmental and political challenges.

We have over 20 years of experience tackling complex challenges such as climate change, racism, youth unemployment, etc. That's why we believe that the best way to learn and tackle challenges is through practice, not through listening from a comfortable chair and taking notes.

We are headquartered in India and the U.K.

WHO WE ARE

IO-in-IO is a joint-venture between Social Laboratories Ltd. a Limited Company based in the UK (reg 09298370); Shikshantar, which is registered as a 80G tax-exempt non-profit trust in India; and the Swaraj Foundation which is a 501c3 registered trust in the USA.

We are looking for a mission-driven Head of Sales and Marketing to join our core team and help set foundations and direction for growth.

THE ROLE

Reporting to the CEO, you will be responsible for leading our Sales and Marketing strategy and operations globally.

You're a marketing ninja with a difference. Instead of traditional fear-based marketing, you want to use the power of stories to change the world for the good.

You don't just want to work just anywhere, on just any old thing. You want to work somewhere that is a fulcrum for change, a place to stand where your creative energies count.

You will be responsible for designing and delivering our overall brand, marketing and sales strategy, which includes:

RESPONSIBILITIES

DAY TO DAY ACCOUNTABILITIES AND TASKS

BRAND, MARKETING & SALES STRATEGY

- Multi-channel distribution strategy
- Liaise with Operations team and Strategic Leads on overall direction and priorities
- Liaise with, Head of Programmes and The Gigatonne Challenge leads on marketing and sales activities
- Brand partnerships and collaborations for campaigns
- Analysis - customer insight, segmentation, channel performance
- Create and coordinate marketing campaigns for all courses and The Gigatonne Challenge
- Overall and course specific brand messaging alignment and producing of content
- Managing marketing and promotion for IOinIO, Complexity University programmes and The Gigatonne Challenge:
 - Facebook and LinkedIn adverts
 - Social media posts
 - Email campaigns and newsletters
 - Outreach events

**BRAND, MARKETING
& SALES STRATEGY**

- Coordinate and manage Sales and Marketing Coordinators and contractors on all marketing activities.
- Creative and content briefs for social media, designers, and writers
- Creative direction on website
- Initiate and coordinate promotional events and PR
- Coordinate teams for promotional events such as webinars & panels
- Identify speaking or presentation opportunities for IOinIO team
- Work with PR consultant on PR strategy and press releases

We are not a traditional organisation. We are interested in your capacity to perform and your experience. We are not really interested in paper credentials.

REQUIREMENTS

CAPACITIES AND SKILLS NEEDED
TO FULFILL THIS ROLE

You will:

- Be highly organised
- Be detail oriented
- Be a team-player and enjoy working in a highly collaborative, cross-cultural environment
- Have fluency with operating online
- Have at least some understanding of systems change
- Be a strategic thinker and yet great in delivering and operationalizing ideas
- Take ownership and initiative; seek new opportunities and to be able adapt to changes and opportunities
- Be able to thrive in a startup type of dynamic environment and love a good challenge!
- Have strong organisational skills and be good at setting priorities
- Have at least 3-5 years of relevant experience in digital marketing, marketing management and operations. We will consider someone with less experience if you are very good at what you do
- Have experience leading a smaller team
- Have experience in managing social media accounts (Facebook, Instagram, LinkedIn, Twitter) and Facebook adverts (experience with Special Ad Category is a plus)
- Experience with Mailchimp, Google Apps, Asana, Salesforce, Hubspot and Zoom highly preferred
- Experience working with volunteers is a plus

This is an exciting opportunity to join an energetic team with huge ambitions. We need to get our story out into the world and level-up participation in our programmes to achieve these goals. This means that your role will be key.

WILL YOU JOIN US?

We are looking for someone to join us and grow with us. We are prepared to provide you with appropriate support, be that coaching from the CEO through to building your technical and leadership skills.

The key to all this will be your innate capacities to be highly organised and detail-oriented. If you are not these two things then this is really not the role for you.

For more information please visit the following websites:

[10-IN-10 TEAM](#) [↗]

[COMPLEXITY UNIVERSITY](#) [↗]

[THE GIGATONNE CHALLENGE](#) [↗]