



impacc

# Chief Marketing Officer (m/f/n)

We are looking for a communications expert to lead all of Impacc's marketing and PR activities and build up a team as of September/October 2020. If you want to use the tools of business to drive social change (and have the skills to convince the world to do the same), apply!

## About us

Impacc is an international social business NGO that creates green jobs for poor people in fragile states. We build and scale businesses where markets don't yet work for the poorest. We find innovative business models that have the potential to create local, green jobs, often with a franchise approach. These businesses wouldn't be able to compete on the open market because of market barriers such as lack of skills, social norms, conflict, etc. That's why we combine aid with revenue generation where markets fail to meet basic human needs. We link social investors with innovative social businesses to help them scale and have social impact. By this, we empower poor people and their communities to abolish poverty once and for all. For more information, visit [www.impacc.org](http://www.impacc.org).

## Your Role

**Marketing:** Build the global Impacc brand, Create and execute a campaign that drives brand recognition, Design and execute a marketing plan with focus on digital channels and PR, Negotiate and lead media planning, first create (and later oversee the creation of) content for our digital marketing channels.

**PR:** sell Impacc to mainstream media, write (and later oversee the writing of) own social media content.

**Fundraising:** design and execute Impacc's private donor fundraising activities, including High Net-Worth individuals, Family Offices, Foundations, and mass market fundraising.

**Organisation Building:** Build a team of enthusiastic marketeers and fundraisers that preaches the Impacc gospel.

## Your profile

Proven success working for a leading brand in marketing or communications; alternatively journalistic/writing background. Fundraising and NGO experience an absolute plus.

A cool head (as demonstrated by a top university degree), a hot heart (as demonstrated by engagement in social causes), and strong hands (as demonstrated by an ability to get things done).

Start-up mentality. This is an absolute "build from scratch" role for a keen networker with all the thrills attached. But it may mean you'll have to occasionally buy the coffee for the office espresso machine and get the PC running yourself.

Share our values: **Impatient optimists. Create momentum. Down to earth and humane. Doer mentality. Curious to learn and change. Bubbling with ideas.**

## What we offer

Lots of freedom to build a young start-up into one of Europe's premier aid organisations. An office in Hamburg's alternative and quirky "Schanzenviertel", with plenty of travel to Africa. The ability to mentor and be mentored. Less money than you deserve, but enough to get by comfortably.

Please apply with CV, cover letter, copies of school and university grades until 17 August 2020 to Impacc gGmbH, Schanzenstrasse 12A, D-20357 Hamburg.