



## **Cacao de Colombia** **Communications Manager** April 12, 2017

*Cacao de Colombia is hiring a Communications Manager, a professional who is excited about building an extraordinary organization that drives innovation in the cacao sector in Colombia.*

### **ABOUT CACAO DE COLOMBIA**

Cacao de Colombia is a producer and marketer of premium chocolate and cocoa beans, pioneering the Colombian market and boosting the income of cocoa growing communities in locations affected by high poverty rates and the armed conflict.

Cacao de Colombia is the first Colombian company to locally produce premium chocolate for the luxury chocolate segment. The company has worked for more than five years developing the relationships with smallholder farmer associations in Tumaco, Arauca, and Boyaca and direct relationships with smallholders in the Sierra Nevada and the Arhuacos through a processing facility nearby Santa Marta.

The company has successfully entered high-end markets in Japan, Colombia and Australia, proving its ability to develop competitive products capable to serve the needs and preferences of the most demanding premium market niches. The company has three different business lines: 1) Cacao Hunters focused on premium chocolate bars; 2) Professional focused on premium couvertures for chefs; and 3) Beans focused on the specialty beans export market for bean-to-bar manufactures.

This work is not only opening the access to the local chocolate industry to a market never been accessed before, but is also providing large exposure and favorable positioning of premium Colombian cocoa worldwide.

### **ABOUT YOU**

You have deep expertise in marketing and communications and are excited about being hands-on, without getting lost in the weeds. You are eager for the challenge of shaping the future of this organization as one of the leader of our brand construction. You have experience in social media and digital marketing and can work closely with the Cacao de Colombia team to understand a sophisticated offering and articulate a complex value proposition.

You bring talent as a marketer, a communications professional, a storyteller and a thinker. You thrive on taking the complex and making it meaningful, understandable, and personal. You are energized by the idea of digging deep to understand what Cacao de Colombia has to offer, and you have the skills to bring the latest thinking, tools, ideas and action to share our unique story with the world to drive brand awareness and sales. You are a creative and an out-of-the-box thinker with excellent interpersonal skills and the ability to work well in multicultural teams.

### **ABOUT THE POSITION**

**Position title:** Communications Manager (CM)

**Reports to:** Chief Executive Officer (CEO), Cacao de Colombia

**Location:** Bogota, Colombia

**Suggested start date:** Immediately

As the CM, you are a key member of Cacao de Colombia's team and will play a strategic role in our growth as we enter a time of expansion. You are our house-ambassador. You will be directly responsible for developing and executing Cacao de Colombia's communication strategy and driving revenue growth for the company. The CM key areas of responsibility will be in strategy development, project management, and metrics and evaluation for marketing and sales.

The CM will be responsible for defining Cacao de Colombia's communications strategy for both internal and external communications. The CM will create and execute a communications strategy while building the Cacao de Colombia brand through different channels and markets.

The CM will develop innovative marketing campaigns to drive sales through retail, professional, distributor and corporate channels. These activities should fit within the budget constraints of a small social enterprise and support company objectives for branding, customer acquisition, and customer retention.

## **SPECIFIC RESPONSIBILITIES**

- **Strategy:** Ensure that marketing activities are aligned with the organization's strategy and growth goals. Develop and present the company's marketing strategy.
- **Communication:** Define and implement Cacao de Colombia's overarching communications strategy and plan.
- **Product Portfolio:** Manage our portfolio of products and advise senior leadership on product changes needed to meet consumer trends. Identify and articulate the company's positioning for key products and services.
- **New Product Development:** Advise the product design team with respect to new product development and market needs and wants.
- **Content Creator:** Oversee production and management of all of our content and media including videos, news reports, blogs, newsletters, website updates, press releases and other internal and external communications.
- **Brand Management:** Develop the guidelines for our brand management ensuring brand protection and appropriate use by distributors and other partners.
- **Social Media:** Define and oversee the social media strategy, including management of the company website, Facebook and Instagram accounts building our Cacao Hunters brand around the world.
- **Free Press:** Develop and execute a free press strategy, build contacts with media representatives and partner organizations and actively monitor media
- **Events:** Identify opportunities and events to build the Cacao de Colombia brand (trade-fairs, product launches and networking events).
- **Website & E-Commerce Administration:** Administer our website our e-commerce platforms.
- **External Agencies:** Manage external agencies such as creative, designers, web design, e-commerce design or event planning.
- **Metrics & Reporting:** Develop appropriate metrics to ensure that marketing activities are achieving desired results, proactively identify any issues and continually refine the marketing strategy. Produce monthly reports for the senior management team and Board of Directors highlighting trends, marketing effectiveness, and opportunities for growth.

## **QUALIFICATIONS & CHARACTERISTICS**

- 3+ years marketing experience; responsibility for managing brands and communication.
- Fluency English and Spanish.
- Experience running social media campaigns.
- Strong advisory skills and confidence giving advice and information to senior managers.
- Team player and self-starter: ability to work collaboratively, but also self-managing and work well independently.
- Strong work ethic; willingness to work a nontraditional work schedule.
- Ability to multi-task and manage competing priorities.
- Exceptional communication skills both written and verbal for a variety of audiences. Experience to effectively synthesize data and prepare clear, compelling and high-quality reports and presentations via Excel, PowerPoint, Word and other analytical and visual communication tools (and corresponding Google equivalents: Sheets, Slides, and Docs).
- Passion for improving the lives of smallholder farmers in Colombia through the cacao and chocolate sectors.

- Openness to evolving responsibilities.
- Proven experience developing relations with partner organizations, media representatives and other external bodies.
- Strong knowledge of the media channels on a regional, national and an international level.

**Bonus if you have:**

- An in-depth knowledge of web and print-based marketing material.
- Strong Excel and analytical skills.
- Knowledge of cacao and premium chocolates.
- Experience working in a start-up environment.

**COMPENSATION AND BENEFITS**

Salary and benefits are competitive, commensurate with experience.

**APPLICATION**

For consideration, please submit your resume and answer to the following question to [info@cacaohunters.com](mailto:info@cacaohunters.com)

Deadline: May 5, 2017

**Applicant Question:**

Imagine we're on track to miss our sales target this quarter. You're the CM and have 30 days, what are you going to do?