

Position Vacancy Announcement

Job Title:	Marketing and Sales Coordinator (Internship)
Reports to:	Director, Marketing & Sales
Location:	Addis Ababa, Ethiopia
Employment Type:	Paid Internship, Full time
Duration:	1st Batch: (Sept. / Oct. 2017 – Feb. / Mar. 2018) 2nd Batch: (Feb. / Mar. 2017 – July. / Aug. 2018)
Benefits:	Air ticket (for International candidate) and Health insurance

About African Bamboo

African Bamboo is a premium Tropical Bamboo products manufacturer. Registered in Ethiopia and the Netherlands since 2012, the company is founded on a wholly sustainable business model. We manage an integrated supply chain developed on a socially inclusive forestry management plan in cooperation with local communities primarily using natural forests. Our manufacturing facility operates off-grid with a net negative carbon offset and no residual waste. Our flagship product is also highly engineered, in cooperation with a leading German wood technology institute. We've optimized material consumption to produce an 82.5% natural bamboo fiber composite panel using Ethiopian highland bamboo. Its exceptional characteristics make our products extremely durable, steel-strong and unique. All processes have been designed to meet the most stringent efficiency, safety and environmental standards.

We are looking for like-minded pioneers to support us in accelerating the commercialization of our market access.

After several years of building the pillars of the business, we're ready to launch!

Roles:

African Bamboo is currently looking for a motivated and enthusiastic **intern** to take on the following duties in the role of **Marketing & Sales Coordinator - Intern**. Through this position you will play a valuable role in the initial execution of our marketing and communications strategy. You are expected to bring a new product to market, design and develop marketing tools, launch an online marketing campaign, secure flagship projects, and obtain market validation of our products samples.

You are instrumental in bringing our marketing and sales activities together in terms of: i. Branding and Communication, ii. Competition and Collaboration, iii. Certification and Labeling, iv. Sales and Distribution. Your role will involve the creation of a game plan in terms of: Marketing Management, Marketing Strategy, Brand Development & Brand Experience, Corporate Communications, PR, Digital Marketing, Social Media, Advertising, Media Planning, Customer Insights

Duties:

1. Marketing Content

- 1.1 Create a bibliography of marketing content: text, photo, and video
- 1.2 Create target audience and post advertising platforms
- 1.3 Design, develop and complete print and online content

2. Web and Social Media

- 2.1 Design and develop web and social media structure
- 2.2 Build an integrated Email and Calendaring System
- 2.3 Launch web + social media + Email + Calendaring

3. Content / Data Management (Marketing Assets and CRM)

- 3.1 Manage website, marketing automation and CRM systems.
- 3.2 Maintain a structured database of marketing assets
- 3.3 Manage target audiences and post advertising
- 3.4 Maintain clear directory of African Bamboo's profiles, channels and campaigns.

4. General

- 4.1 Create and structure active database of 500 potential buyers by region
- 4.2 Engage the structured validation of our product samples with 500 potential buyers
- 4.3 Drive the acquisition of the product validation feedback from 500 buyers
- 4.4 Drive the acquisition of estimated annual purchase volume from 500 buyers
- 4.5 Drive the conclusion of agreement with no less than 50 Agents
- 4.6 Drive the conclusion of Letter of Intent with no less than 50 distribution companies
- 4.7 Drive the conclusion Long-Term Supply Purchase Agreement no less than 25 distribution companies
- 4.8 Completion of 6 Marking and Labeling applications
- 4.9 Completion of Marketing & Sales Plan: Pre, Pilot, and Full Production Periods
- 4.10 Completion of Distribution Model
- 4.11 Establish monthly competitors Property Comparison Chart
- 4.12 Establish monthly competitors Price Comparison Index

Minimum Qualification:

Required qualifications and experience

- Business Administration, Business Management, and Marketing graduate
- Experience in timber industry and/or building materials sector is an asset
- Strong written and verbal communication skills.
- Strong Knowledge with new media, including;
 - Social media marketing
 - Online advertising
 - Email Marketing
 - Marketing Automation
 - Various digital tools, apps and plugins, such as meeting schedulers, forms, etc.
- Strong Knowledge of offline communication methods and tools, including;
 - Print publications – paper, ink and relevant characteristics.
 - Billboards
 - Giveaways, packaging etc.

Required Skills

- A pragmatic, problem solving, mindset.
- Team player with strong interpersonal skills.
- Ability to research and propose solutions independently.
- Stress resilient and flexible.
- Strong knowledge of wood based panel products and applications is a plus.
- Project management skills and experience is an asset.

To Apply:

Interested candidates who meet the above requirements are invited to submit their CV and cover letter by **September 15, 2017** via email: recruitment@african-bamboo.com. For more information, contact us via **Tel: +251 11 320 2647** or visit www.african-bamboo.com

African Bamboo is an equal opportunity employer; qualified women are encouraged to apply.