

**Position: Marketing Director - Uganda****Location: Kampala, Uganda****About Us:**

Impact Carbon's mission is to improve health and the environment in the developing world through clean energy projects that reduce carbon emissions.

Impact Carbon generates carbon emission reductions from household energy projects that improve living conditions in the less-developed communities we serve. We leverage the financial returns from these projects to benefit local partners and people.

Impact Carbon projects scale the sales and distribution of health and clean energy technologies such as efficient cookstoves and water treatment devices. Impact Carbon works with local companies, philanthropists, carbon finance investors, and NGOs to quantify the carbon emissions reduced by our projects. Impact Carbon is supporting 15 projects in 9 countries.

Impact Carbon is based in San Francisco, CA. The Marketing Director - Uganda will be based in Kampala, Uganda.

**Responsibilities:**

Impact Carbon is seeking an experienced, dynamic, and driven marketing professional to lead product marketing and distribution channel development for clean energy and health products such as safe water systems and healthy cookstoves for households, schools, and hospitals. The Marketing Director will apply new and innovative marketing techniques, analysis, and distribution system development to reach the customers without access to clean, healthy technologies. The Marketing Director will be responsible for overcoming marketing and distribution challenges to rapidly grow Impact Carbon's distribution footprint.

Specific Responsibilities include:

- **Market Research:** Lead market testing initiatives that include assessment of product appropriateness, pricing, promotion ROI. Develop clear objectives, metrics and action plans for sales based on results. Develop, assess, and constantly improve market assessment techniques.
- **Brand Building:** Build national brand awareness of products through above the line and targeted marketing campaigns.
- **Mobile Marketing Program Development:** Setup use of mobile platforms to increase sales, reduce costs, and create communication channels with customers.
- **Marketing Analytics and Data Driven Marketing:** Streamline the tracking and use of customer data to segment customers, target marketing, capture feedback, and drive an increase in sales.
- **Market Assessment Team Management:** Oversee the Market Assessment Team Manager and the activity of the Market Assessment Team. Work with distribution partners and develop and track key performance indicators across channels.
- **Strategy:** Contribute to organizational strategy setting as a core member of the management team.

**Qualifications:**

The best candidates will have proven experience leading market research and brand development. The candidate will also have a strong background in strategic marketing, marketing analytics, and a proven track record of developing and leading successful product marketing campaigns.

**Specific Requirements include:**

- B.S degree required; MBA or other marketing related degree preferred
- Minimum of 5-7 years of experience in marketing and sales, preferably in consumer goods
- Proven track record for driving of developing and delivering marketing strategy to measurably increase sales volumes
- Experience in last mile distribution and base of the pyramid marketing, preferably in the private sector, or with a sales oriented organization
- Experience managing, recruiting and scaling sales teams effectively
- Knowledge and passion for social entrepreneurship
- Strategic and analytical approach to evaluating market opportunities
- Comfort in a startup environment and excited by the opportunity to create your own direction
  - Ability to execute marketing initiatives in difficult environments
  - Proven analytical capacity and data driven approach to problem solving
- Fluency in English required; other East African language skills a plus.
- Strong team orientation
- Innovative and solutions-oriented

**Details and Compensation:**

Impact Carbon offers great benefits and pays highly competitive salaries that depend on experience. This position may require up to 30% travel within Uganda, to other East African countries and to San Francisco.

**How to Apply:**

Please send resume and cover letter/email to [jobs@impactcarbon.org](mailto:jobs@impactcarbon.org). To ensure that the hiring manager receives your application, please use the subject "Marketing Director Uganda" in e-mail correspondence. Include links to past projects or anything else you think we should know and also include where you heard about the position in your cover letter.

Resumes will be accepted until 22 July 2013 and will be reviewed on a rolling basis.

No phone calls please.

Please know us and our work before you apply. To learn more about Impact Carbon, please [click here](#).

Impact Carbon is an Equal Opportunity Employer. All persons regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, age or sexual orientation shall have equal access to positions, limited only by their ability to do the job.