



THE BEST COMMUNITY CONSERVATION JOB IN THE WORLD.

JOB ANNOUNCEMENT: SALES AND MARKETING MANAGER

*BCP's mission is making **conservation** of wildlife habitat valuable to **people**.*

BCP is a leading African conservation company which aims to generate sustainable conservation finance through the forest carbon markets. We are working with community and Government partners to help improve the conservation management of over 1 million hectares of globally significant wildlife habitats in Zambia, and to benefit 170,000 people. Most of the project areas are located in Game Management Areas bordering strategic National Parks in Eastern and Lusaka Province, governed by management agreements between local communities, the Government of Zambia, and BCP.

BCP seeks a potential candidate to apply for the role of **Sales and Marketing Manager**. The role has the overall responsibility for creating and implementing BCP's sales, marketing and communications strategies in accordance with the organisation's ambitious and exciting strategy and business objectives. This includes oversight of all strategic communications with external audiences, working closely with every BCP team member to identify and maximise opportunities to bring BCP's mission and achievements to life. This should be achieved through a diverse mix of marketing, advertising and media campaigns using the full range of traditional and digital tools available. An important component of the role is the development and implementation of external communications policies, as well as establishing and policing house style and branding guidelines. The role will be responsible for managing a small SMC team to achieve deliverables as set out by the SMC objectives. The role will be responsible for selling an international product and building BCP's brand locally and globally. The role calls for impeccable external representation in person, on the phone or via written communication to generate sales and exposure of BCP's brand. The SMC also oversees and generates marketing material and strategies to change behaviours from Government to staff to community levels. The role focuses on the following key areas: offset sales, relationship management, brand development (BCP and Eco-Charcoal), marketing of BCP and Eco-Charcoal, fundraising help and internal culture building

PRIORITIES THAT WE'LL TRUST YOU WITH.

- Act as the strategic lead and manage and deliver the organization's media and PR strategy, including responsibility for all major PR campaigns, in line with BCP's business objectives
- Act as the strategic lead for all media engagement, pro-active and re-active, and provide appropriate support, training and resources for EMT
- Oversee the development and implementation of external communications policies and procedures
- Act as the strategic lead for all marketing and advertising campaigns and activities in line with BCP's business objectives
- Manage the production and dissemination of all marketing and communications material across all offices in line with the established house style and branding guidelines
- Oversee the nature and tone of content, and adherence to branding, across the organization's digital channels
- Manage and oversee all social media channels and content
- Manage and supervise the Marketing and Communications team, in line with relevant employment law and BCP policies, to enable them to perform their duties effectively.

- Set objectives and manage performance, including performance reviews
- Delegate responsibility for tasks, where appropriate, and oversee progress
- Identify and support development needs to enable staff to fulfil their potential
- Prepare, manage and deliver the Marketing and Communications budget
- Assess and forecast financial performance, including comparison of actuals to budget, consider outlook, and manage activity to deliver agreed financial outcomes.

ALLIANCE BUILDERS WANTED.

- Advanced degree in Marketing
- Minimum 5 years' experience
- Strong understanding of digital marketing and design tools
- Determined and creative salesperson.
- Some experience of people management and ability to deliver operational requirements of a given function
- Ability to communicate effectively, passionately & persuasively (written and verbally) about BCP's mission, approach and product.
- Ability to build solid/durable relationships, trust and BCP's external reputation/brand.
- Ability to build trusted and effective working relationships with BCP team.
- Attention to Detail and Productivity: Ensure work is delivered in a timely and professional manner, in line with company expectations and brand image.
- Able to swiftly generate written products and manage multiple priorities at same time
- Excellent time management skills

WHAT YOU'LL TELL YOUR CONTACTS.

BCP is one of the leading REDD+ project development social enterprises in Africa. BCP's mission is making conservation of wildlife habitat valuable to people. BCP runs two REDD+ projects in Zambia: The Lower Zambezi REDD+ Project and the Luangwa Community Forests Project. The Luangwa project is Africa's largest REDD+ project by hectareage. The Lower Zambezi REDD+ Project is the world's only 6 times VCS-verified and triple gold CCB verified REDD+ project. As the 5th highest scoring B Corp in the world, BCP benefits 173,000 people across 13 Chiefdoms through a community impact model developed over 8 years. Our vision is community partnerships conserving Africa's last strongholds starting with over 1 million hectares of globally important wildlife habitats in Zambia's Lower Zambezi and Luangwa ecosystems.

WE EVEN DO BENEFITS DIFFERENTLY.

A competitive salary will be offered, plus great holiday benefits, plus the potential for performance bonuses, plus travel opportunities for work, plus health benefits, plus a great work culture, plus career growth, plus working with a diverse and committed team.

Candidates interested in joining an innovative and high-performance team, and working towards doing amazing things in aviation management and supporting livelihoods programs, please send a CV, a cover letter, and anything else that makes your application stand out by email to jobs@biocarbonpartners.com with **Sales and Marketing Manager** in the subject line. Please ensure your cover email stands out. Please also send 5 reference contacts.

Applications accepted from 24th February 2020 until the position is filled.