



**Union for Ethical BioTrade Job Opening:
Manager for Marketing, Fundraising, and Outreach (80%)**

Position title: Manager for *Marketing, Fundraising and Outreach*

Reporting to: Executive Director

Summary

The Union for Ethical BioTrade is a Geneva based, non-profit, membership-based organisation that brings together a diverse group of businesses using materials derived from biological diversity. The Union was created in May 2007 and opened its offices in Geneva in summer 2008. The initial team consists of five (part-time) people.

Position summary

The Manager for Marketing, Fundraising and Outreach will be responsible for internal and external marketing and communication efforts of the Union for Ethical BioTrade, and also special emphasis on fundraising for the Union for Ethical BioTrade.

Responsibilities

- Undertake extensive fund-raising activities, including the development of proposals and donor approach strategies.
- Design and implement an external marketing and outreach strategy for the Union for Ethical BioTrade, with special emphasis on the USA, EU and Brazilian markets.
- Develop and implement a member communication strategy, including among others regular identification of members' needs and satisfaction.
- Formulate and implement regional and national strategies for the promotion of Union for Ethical BioTrade, with special emphasis on the USA and Brazilian markets. This includes company visits in target markets, as well as participation in conferences and trade shows.
- Conceptualise, design and implement an information technology system that supports members' interaction, monitors members' obligations, evaluates the Union's impact, and disseminates targeted information.
- Forge and develop technical assistance projects and/or partnerships with organisations that can be beneficial to the Union's members
- Undertake any task that may be assigned to the staff member as needed.

Qualifications and skills:

- Five to ten years proven working experience with communications, fund-raising and/or capacity development related to sustainable economic development, sustainable use of biodiversity, and advancing the ethical trade capacity of developing countries;
- Proven affinity and work experience in Brazil and the USA will be an important asset;
- Proven track-record with fund-raising for capacity building projects;
- Excellent interpersonal communication skills, and the capacity to reach out to private sector, NGOs, media, and donors.
- Ability to think conceptually and strategically, and to translate higher objectives into practical strategies and implement such strategies in day-to-day business operations.
- Experience with building and running information systems would be an asset;
- Established contacts with national and international press will be considered an advantage.
- Strong problem solving skills, pro-active attitude towards work, ability to function independently, good team player and strong interpersonal skills;
- Fluency in English and Portuguese is prerequisite, as well as good working knowledge of French and Spanish.

- Good working knowledge of office computer software, including Microsoft Word, Excel, PowerPoint, email, Acrobat Professional, data-base software, design soft-ware, etc. Experience with Mac will be considered an asset.

Employment conditions

Location: Geneva, Switzerland.

Starting date: 1 July 2009

Incumbent will be offered a permanent contract with a 3-month probation period. It concerns a part-time assignment of 80%, i.e. 4 days a week. The incumbent will become part of the Swiss social security system. Remuneration will be according to age and experience, in line with local Swiss standards for non-profit organisations.

Interested candidates

Please submit application letter and cv to info@ethicalbiotrade.org before 22 May 2009 to the attention of R Kutsch Lojenga, Executive Director, Union for Ethical BioTrade.