



Content Creator / Marketing Coordinator

Phnom Penh, Cambodia | Full Time

Competitive salary based on experience & qualifications

Are you a looking to join a rapidly growing conservation enterprise? Be part of a team that is on a mission to create Cambodia's first global food brand whilst delivering a thriving future for wildlife, forests, and farmers!

IBIS Rice

IBIS Rice was founded in 2009 with the objective to protect Cambodia's vulnerable ecosystem through a wildlife-friendly farming scheme that incentivized farmers to sustainably grow organic rice (involving a commitment to zero-poaching, zero-deforestation, and zero-chemical use) for a premium rate. The company has since grown into a working conservation enterprise with a network of over 1,500 Wildlife-Friendly farmers actively protecting over 500,000 hectares of vulnerable forest and 50 endangered species in the Northern Plains of Cambodia.

Today, IBIS Rice is sold in Cambodia, Singapore, Hong Kong, and the United Kingdom. As such, we are seeking a highly creative and enthusiastic individual to support the company in planning, producing, and managing marketing content that will engage new audiences in Cambodia and the ASEAN Region with its products, conservation model and impact.

To learn more, visit: www.ibisrice.com

About the Role

You will be working closely with IBIS Rice's Marketing Manager to develop and implement the company's regional marketing strategy, ensuring all marketing efforts serve to achieve immediate and long-term business goals. Together, you will be producing media content that engages current and new audiences to the IBIS Rice brand, products, conservation mission and impact. You will also be responsible for the cohesive representation of the company on its social media platforms, ensuring compliance with IBIS Rice's branding guidelines.

Responsibilities

Strategy Development Planning

- Collaborate with Marketing Manager to develop a local marketing strategy that can achieve IBIS Rice's business goals.
- Collaborate with Market Manager to design campaigns for new products and special promotions.
- Assist the Marketing Manager in creating quarterly marketing calendars.
- Develop a social media calendar and schedule posts to ensure customers are informed of IBIS Rice products, promotions, the latest news, and impact on a regular basis.

Content Creation

- Assist in developing social media marketing content (ex: recipe videos, product photography, farmer interviews) that can grow our followers, finding creative ways to increase engagement with current and new audiences.
- Update IBIS Rice's content library by organizing and executing photo/video shoots of IBIS Rice products and field activities.
- Coordinate with the company's Sales Team to produce marketing materials (ex: brochures, flyers, banners) for sales activities.
- Support the planning and execution of local trade shows, farmer's market, pop-up events, using creative tactics to engage customers to sample and purchase IBIS Rice products.

Monitoring and evaluation

- Assist Marketing Manager to develop quarterly reports on marketing strategy progress, using social media and web analytics to measure and analyze the performance of marketing efforts.

Requirements

- Fluent in English and Khmer
- Bachelor's degree in Communications/Marketing/Design
- Experience in writing engaging marketing content in both English and Khmer
- Proven experience as a Content Creator, Marketing Coordinator, or similar role
- Excellent creative skills and a great eye for detail
- Ability to multitask several creative projects
- Proven experience in managing social media accounts (Facebook, Instagram, YouTube)
- Ability to produce engaging photography and videos (mobile phone and/or digital camera)
- Experience with design software such as Canva, Illustrator, or Photoshop

Preferred Skills & Interests

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign and Premier Pro)
- Familiar with creating blog posts on WordPress
- Passionate about food and the environment

How to Apply

Please send the following to nick@ibisrice.com by the 6th of March 2022

- **Coverletter**
- **CV**
- **Portfolio of your Creative Work** (ex: photography, videos, blogs, social media content etc.). You may send us a link to your online portfolio or attach a pdf version.