



CONTENT CREATOR / GRAPHIC DESIGNER

Phnom Penh, Cambodia | Full Time
Competitive salary based on experience & qualifications

Are you a creative professional 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!

ABOUT IBIS RICE

At IBIS Rice, we believe that taking from the earth doesn't mean depleting it. We are founded in conservation with a mission to create a world where farming communities, forests and wildlife can coexist and thrive. That is why we've created an innovative wildlife-friendly farming scheme that incentivizes farmers to sustainably grow organic jasmine rice through a strong commitment to zero-poaching, zero-deforestation, and zero-chemical use for a premium rate.

Today, IBIS Rice has grown into a successful conservation enterprise with a network of over 1,800 Wildlife-Friendly farmers actively protecting over 500,000 hectares of vulnerable forest and 50 endangered species in Cambodia's wildlife sanctuaries. With our products now sold across Cambodia, Singapore, Hong Kong and most recently the UK, our team is seeking a highly creative and enthusiastic individual to engage customers to our jasmine rice products while raising awareness of our conservation model and positive impact

To learn more, visit: www.ibisrice.com

ABOUT THE ROLE

You will be working closely with our Marketing Manager and Sales Team to develop and implement the company's local marketing strategy, ensuring all marketing efforts serve to achieve immediate and long-term business goals. You will be responsible for creating

content that promotes IBIS Rice products, model, and impact through all online, instore, and outdoor media spaces.

Responsibilities:

- Support the sales and marketing team in developing & implementing strategies to increase brand awareness and drive sales
- Support the marketing manager in developing and maintaining digital ad campaigns that reach specific goals (such as increasing website traffic, increasing followers or boosting sales for a specific product)
- Manage social media channels (Facebook, Instagram, YouTube) and maintain website to post recipes and update company/product information
- Produce photographs, videos, and infographics to engage customers in IBIS Rice products, model, and impact
- Create recipe content (or work with chefs to create recipe content) that showcase IBIS Rice products – with focus on Cambodian, Southeast Asian & Vegan cuisine
- Create promotional materials such as brochures, flyers, banners, posters for instore/outdoor marketing strategies (ex: product launch event, supermarket promotions, tradeshow, pop-up store)
- Support the team in performing updates to packaging files – ensuring files are organized, up-to-date and print ready.

Preferred Skills and Experience:

- Experience as a Content Creator, Graphic Designer, Social Media Manager or similar role.
- Strong creative skills and a great eye for detail
- Experience with using design software such as Canva, Illustrator, InDesign or Photoshop
- Ability to produce engaging photography and videos (mobile phone and/or digital camera)
- Experience in managing social media accounts (Facebook, Instagram, YouTube)
- Experience in writing engaging marketing content in both English and Khmer
- Ability to multitask multiple creative projects

Preferred Interests:

- Passionate about food
- Interest in sustainable agriculture and wildlife conservation

How to Apply

Please send the following to nick@ibisrice.com by 1st November, 2022

- Cover letter
- CV
- Portfolio of your Creative Work (ex: photography, videos, graphic design work, social media content, blog etc.) You may send us a link to your online portfolio or attach a pdf version.