



## Job Description

<b>Position</b>	: PR & Marketing Senior Officer	<b>Department</b>	: Resource Development
<b>Location</b>	: Ubud-Bali, Indonesia	<b>Reports to</b>	: Resource Development Coordinator
<b>Start date</b>	: ASAP	<b>Duration</b>	: Minimum 6 months, ideally longer
<b>To apply</b>	: Send your CV and cover letter to: <a href="mailto:hr@idepfoundation.org">hr@idepfoundation.org</a>		

**Yayasan IDEP** is a local Indonesian NGO, which specializes in the development of practical programs that educate and empower local communities in sustainable development and disaster risk reduction. More details about IDEP's programs can be found on our website: [www.idepfoundation.org](http://www.idepfoundation.org)

### Job summary

**Public Relation and Marketing Senior Officer** provides technical knowledge and administration supports for IDEP's Resource and Development Department in ensuring the successful delivery of IDEP Training and Consultancy service, reporting to IDEP supporters, to promote IDEP's programs' financial stability and sustainability.

### IDEP's history to date

#### History to date

Since 1998, IDEP has been delivering trainings and developing campaigns and curriculums for increasing local communities and other stakeholders in various aspects of sustainable development. In 2002 IDEP was directly involved in the emergency response and recovery from the Bali Bombings, and since that time the organization has also had a focus on developing tools and capacity building for community based disaster management.

Until 2005 IDEP was a relatively small-scale organization, which relied primarily on the support of volunteers and private donors. Then in 2005-2006, IDEP expanded dramatically due to its involvement in the emergency response and recovery process from the Asian Tsunami in Aceh. IDEP is now a medium scale organization with over 100 staff based both in Bali and Aceh. IDEP also runs a community based disaster management program which is targeted for implementation through partner organizations on a national scale.

#### IDEP Foundation's key program focus areas are

1. Sustainable Development based on the principles and practices of Permaculture
2. Community Based Disaster Management, Emergency Response and Sustainable Recovery
3. Media, Curriculums and Campaigns Design and Distribution

### About IDEP PR and Marketing Needs

1. **Evaluate IDEP Foundation's current marketable products & services** and capability to market these products, including but not limited to
  - 1.1. **Permaculture & Disaster Risk reduction programs** - Waste Water Gardens, Waste Management, Organic Seeds & Gardening tools, Permaculture and disaster risk reduction trainings
  - 1.2. **IDEP's other media capabilities and products**
2. **Develop and implement realistic strategies** and processes to market and sell IDEP products and services



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3. **Fundraising** – When requested, assist with identifying appropriate funding sources, and to work with the Development Department to prepare a strategic plan for soliciting and securing appropriate project funds for any IDEP programs; for immediate needs and core program funding as well as long-term sustainability of the organization. To work with the Executive Director, various program managers and the IDEP Programs Coordinators to develop plans for sustainable income generating and development of all of IDEP's products and services.
4. **Promotion** – To increase awareness and sales and use of IDEP publications amongst key potential customers in Bali and nationwide. Improve public awareness of IDEP Foundation programs and products in general.

### Ongoing responsibilities and accountabilities of the position include

#### 1. **Communications**

- 1.1. The development of 'marketing and fundraising collateral' to be distributed and included on IDEP website about planned programs and their support needs using Adobe Creative Suite software\*
- 1.2. Assistance with writing and editing for applications, program / project descriptions needed for the funding proposals, fundraising and marketing initiatives
- 1.3. Developing sustainable strategies for IDEP foundation newsletters or other communications to bring IDEP and IDEP programs to the eye of the 'right' audiences and increase support for the organization.
- 1.4. Promoting IDEP's contract services, trainings and consultancies in a professional, timely and effective manner, which include:
  - 1.4.1. Maintain email correspondence from IDEP clients, donors and other supporters interest in IDEP's training and consultancy services
  - 1.4.2. Manage administration process such as: preparing Terms of Reference (TOR), Consultancy contract, MOU with clients, payment processes and related administrative work to support the implementation of training and consultancy
  - 1.4.3. Ensure reports from Consultants/Trainers are submitted to Client in timely manner
- 1.5. Liaising on behalf of IDEP and its programs and projects with potential project donors, partners, media etc. as requested by the Development Coordinator.
- 1.6. Assist with the development of mailing lists for public relations matters as requested by the Development Coordinator.
- 1.7. Promote the work of IDEP Foundation through various public relation and marketing tools or media such as newspapers, magazines, online media, community events, media gathering and other effective and innovative approaches
- 1.8. Provide ongoing guidance and information to daily visitors, potential clients and supporters about IDEP and other issues they feel interested in

#### 2. **Research, evaluation and planning**

- 2.1. Become familiar with IDEP marketable products and services and potential products and services.
- 2.2. Evaluate IDEP's capability to bring products and services to market and develop recommendations to improve this capability where needed.
- 2.3. Determine existing markets for IDEP products and services in Indonesia.
- 2.4. Developing sustainable strategies for IDEP foundation newsletters or other communications to bring IDEP and IDEP programs to the eye of the 'right' audiences and increase support for the organization.

#### 3. **Marketing and management**

- 3.1. Develop internal process to respond to inquiries including site visits and post-sale follow-up.



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- 3.2. Plan and carryout marketing and sales activities to market, sell, and schedule within department's capability to implement.
- 3.3. Maintain and develop existing and new customers through planned individual account support and liaison with implementation staff.
- 3.4. Train department staffs for on-site marketing and add-on sales.
- 3.5. Train administration staff to receive prospect calls to ensure follows through.
- 3.6. Develop and implement ways to improve public awareness of IDEP Foundation as a Yayasan including missions, capabilities, and programs.
- 3.7. Develop and maintain a database of contacts, sales, contractors, advertising, etc.
- 3.8. The development of 'marketing and fundraising collateral' to be distributed and included on IDEP website about planned programs and their support needs using Adobe Creative Suite software

#### 4. Other

- 4.1. Participate in other program of project activities as determined by the Development Coordinator.
  - 4.2. Monitor international climate of donor activity and trends, which relate to IDEP activities and make appropriate recommendations to the Development Coordinator.
  - 4.3. Any other lawful and reasonable duties as directed by the Development Coordinator.
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#### Requirements

1. Minimum of five years successfully working in a similar marketing and sales capacity; preferred similar experience in a Yayasan / NGO environment or similar professional experience;
  2. Basic capacity with Graphic Design software Adobe Creative Suite package
  3. A very high level of confidentiality and good judgment regarding the work within IDEP and all IDEP Foundation matters.
  4. Self-driven, results oriented, natural forward planner.
  5. Understand the principles of marketing and advertising cost-effectiveness including market research, features-benefits-solutions selling, cost per response, etc.
  6. Able to understand profit and loss calculations and basic business finance such as gross margin, cash flow, etc.
  7. Team player with excellent communication skills.
  8. Willing and able to manage a high volume of complex work independently and efficiently.
  9. Computer skills: email, excel, word, PowerPoint.
  10. Commitment to the environment & community based development and the principles as outlined in IDEP's mission and vision - [www.idepfoundation.org/idep\\_mission.html](http://www.idepfoundation.org/idep_mission.html)
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**Please Note: This job description is intended as a guide and should not be viewed as an inflexible specification as it may be varied from time to time in the light of strategic developments, funding and following discussion with the volunteer's manager within the organization.**