

# IMPACT EVALUATION & DEVELOPMENT COORDINATOR

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## Summary of the Organization

Malnutrition is one of the greatest barriers to the world's poorest escaping poverty. The 900 million people in Africa and Central America who eat corn daily are some of the most affected, with nearly half of Guatemala's children suffering from stunted growth. Semilla Nueva launched the world's first social enterprise dedicated to the development, production, and sale of more nutritious, biofortified corn seed directly to small farming families. Farmers buying our seed increase their yields and incomes, while improving the diets of hundreds of thousands—and someday millions—of the world's poorest consumers. It's a scalable, sustainable way to give farming families what they most want, while providing malnourished children with what they most need. Our goal is to prove this model in Guatemala while improving the incomes of tens of thousands of families and the diets of millions of Guatemala's poorest, before expanding the model through Central America and Sub-Saharan Africa. At Semilla Nueva, we're obsessed with impact at scale.

In 2018, our first year of sales, our seed took 1.3% of the Guatemalan seed market with nearly 2,000 families purchasing. We are hoping to grow that number nearly x4 in 2019, and continue expanding rapidly—covering more of our organization's costs through sales, while we deeply invest in impact evaluation, new seed development, and collaborations to scale our seeds internationally.

We're a hybrid social enterprise (non-profit owns a for-profit company) of 23, mostly Guatemalan, staff. We work with some of the world's leading scientists at organizations such as CIMMYT, Harvest Plus, and universities like Purdue, Iowa State, Tufts, and Harvard. Our donors include some of the most prestigious in the space of impact philanthropy, including Cartier Philanthropy, Mulago and the U.S. government. Our seeds are based on conventional breeding (non-GMO), although we are not opposed to well-tested biotechnology. Our work has led to rapid growth and international recognition, including an Ashoka fellowship, Mulago fellowship, and Forbes 30 under 30 for our founder.

Our team shares a common background. Whether from the private sector or NGO world, we have seen that most international development projects fail because they don't focus on finding the intersection of what the world's poorest want and what they most need. We're looking for new team members who are smart, hungry, and humble—and who are just as obsessed with innovative ways to end world poverty as we are.

## Summary of the Position

We are hiring an Impact Evaluation and Development Coordinator to hone our understanding of how we are improving lives and communicate with our leading scientific partners, donors, and the general public. We need an individual who is passionate about the intersection between the evaluation of data and communicating the stories that it tells. The Impact Evaluation and Development Coordinator will create systems to review data from our operations team and monitoring and evaluation department related to improving incomes and diets. Using this data, they will create presentations, reports, graphics, and social media messages. We need someone who is passionate about development rooted in evidence and making stories that are memorable for others.

This full-time position is based in Guatemala City. 85% of time will be in the SN office, with 15% of time spent in rural Guatemala. This candidate should have strong Spanish communication abilities, in order to work directly with our local team and local farmers. We hope you know how to drive a manual transmission (stick shift), and are excited about the idea of spending time with the farmers we serve and the staff who serve them.

## Qualifications

*Required:*

- Basic quantitative analysis skills
- Excellent writing/communications skills
- Ability to think critically about different audiences and create materials to convey complicated subject matter
- Native/fluent English and intermediate Spanish (advanced a plus)
- A minimum of 2-3 years of work experience, preferably in a non-profit setting or academic setting
- Demonstrated leadership and stress-management
- Team player whose adaptive to changes in plans
- Highly organized and able to manage simultaneous deadlines
- An autonomous learner with a willingness to develop new skills

*Desired:*

- Experience in developing a concept and designing art and copy, including but not limited to interactive presentations, infographics and data visualizations, etc. for newsletters, applications, presentations, etc. using Adobe Creative Suite, Canva, etc.
- Familiarity with Wordpress
- Experience with client management and CRM software, preferably Salesforce
- Experience with grant reports
- Ability to drive a manual transmission vehicle or willingness to learn
- Photography/Videography experience
- Experience leading social media and online fundraising campaigns
- Experience with fundraising and relationship management

## Expectations

- Full-time position based in Guatemala City
- Minimum commitment one year, preferably two
- Ability to work independently, proactively, and prioritize/coordinate a variety of activities
- Ability to work effectively in a multicultural team
- Comfortable working in a fast-paced, constantly evolving work environment
- Comfortable traveling to and spending time in rural parts of Guatemala with difficult living conditions

## Specific Tasks

1. **Impact Evaluation** – Work with Semilla Nueva’s operations and M&E team to analyze and synthesize different data sources on increased farmer incomes and nutrition. This will involve basic numerical evaluation of data in excel.
2. **Source Materials from the Field:** Connect with the field team and visit our partner communities to obtain powerful photos and stories to share. This may involve directly visiting our field programs to capture photos and video, as well as coordinating with the field team to ensure receiving these materials and updates in a constant matter.
3. **Message Creation:** work jointly with the director of development and executive director to hone the message of Semilla Nueva and deliver it through a number of avenues such as Facebook, Instagram, videos, reports, and more. This requires the ability to gather synthesize “voices” from several different facets of the organization (e.g., farmers, field staff, donors, partnering institutions) with data and deliver them in impactful ways that engage the interest of existing and new supporters in our network.
4. **Materials Creation**– Manage deadlines with the SN team and external contractors to develop videos, photos, and visual materials, such as annual/quarterly reports, pitch decks, and newsletters. Will also be responsible for creating and maintaining our large donor management strategy using CRM software.



- 5. Donor Relations** – Work in various activities to maintain existing donors and engage new supporters. This may include creating thank you letters and donor appeals, sending e-blasts and newsletters, etc., and working with the development team to create video and photo content for institutional funders. The Impact Evaluation and Development Coordinator will also be responsible for planning and organizing field visits with partners and donors in the field to showcase our programs and generate interest.

**Salary:** Competitive local salary, dependent on experience

Before applying, please review our website: [www.semillanueva.org](http://www.semillanueva.org), including videos and annual reports.

To apply please send your cover letter and CV to [trabajo@semillanueva.org](mailto:trabajo@semillanueva.org). Please note "Impact Evaluation & Development Coordinator" in the subject line of your email and copy [amandaharvey@semillanueva.org](mailto:amandaharvey@semillanueva.org) and [patriciasoto@semillanueva.org](mailto:patriciasoto@semillanueva.org). Be sure to specify your available start date.