

## MARKETING 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. By 2019 we reached nearly 5,000 families — 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 currently seeking a Marketing Coordinator to lead the evaluation of Semilla Nueva's impact and use this information to improve how we reach farmers. This individual will be based full-time in Guatemala City, with up to 50% travel to the field. Our marketing program has been operating with basic brand and product messages, supported by POP materials. We are looking for someone to scale marketing to the level to create a brand experience for our customers. Our monitoring and evaluation team has worked over the past two years to develop a greater understanding of our program's nutritional and economic impact. We are looking for an experienced individual to improve data collection systems, ensure data analysis is completed with action-oriented recommendations, and that the data is being used to guide program strategy.

This position will work closely with leaders and staff in other departments for both data collection and marketing purposes. This position will also supervise and mentor a junior team member and oversee the contracting, training, and implementation of third-party surveyors.

Specific responsibilities include, but are not limited to:

- Design, implementation, and evaluation of promotional campaigns throughout rural Guatemala.
- Design and production of promotional materials for supporting sales efforts.
- Goal-oriented survey design, field-testing of survey instruments, and revision
- Training, quality-control, and supervision of data collection processes
- Robust data analysis and synthesis of findings to draw both early and final conclusions, and actionable results for a variety of audiences
- Presentation of data and findings for a variety of audiences both internal and external to the organization
- Develop compelling visuals that help convey our program and impact
- Regular mentorship of marketing analyst and other team members on data analysis, data visualization and presentation skills

## Qualifications

We are seeking exceptional professionals with three or more years of work experience, and a demonstrated long-term passion for international development and knowledge sharing.

*Required:*

- Master's degree, preferably in Agricultural Economics, Marketing, or MBA; or bachelor's degree with equitable experience
- 2+ years of experience working in a results-oriented multi-cultural workplace, preferably in a developing country
- Proficiency in Stata, R, or SAS with strong quantitative and qualitative research skills
- Experience designing and managing field research studies
- Full working-proficiency in Spanish and English
- Ability to present complex information to a variety of audiences and represent the organization externally
- High level of proficiency in Microsoft Office, particularly Excel, PowerPoint and Word
- Ability to work independently with confidence presenting complex information to variety of stakeholders
- Strong problem-solving skills and creativity
- Demonstrated leadership, stress-management, negotiation skills, and flexibility in the work environment
- Proactive, with the ability to prioritize and coordinate a variety of activities
- Must be comfortable traveling to and staying in rural parts of Guatemala with difficult living conditions

*Desired:*

- Data visualization skills
- Experience using and developing electronic data collection tools such as Open Data Kit (ODK)
- Experience conducting GIS analyses
- Technical knowledge of agriculture and rural development
- Experience working with food fortification and/or biofortification interventions

**Beginning Date:** As soon as possible.



**Salary:** Competitive local salary, commensurate with experience.

*Guatemalan nationals are strongly encouraged to apply.*

To apply please send a cover letter explaining your interest in Semilla Nueva and the position, along with an updated CV to [trabajo@semillanueva.org](mailto:trabajo@semillanueva.org). Please note "Marketing Coordinator" in the subject line.