

Job Description

OVERVIEW

Role/Title: Marketing & Investor Relations Coordinator

Type: Full-time, permanent

Compensation: Commensurate with experience and qualifications

Primary Location: Remote in Toronto, Ontario area

Start Date: April 1, 2017

DESIRED CANDIDATE CHARACTERISTICS

RENEW seeks a candidate with the following characteristics:

- ***Is highly accountable and trustworthy*** and follows through on all commitments
- ***Is a self-starter*** that is comfortable working independently, with a remote team, and who is willing to seek out and take on challenging new projects and assignments
- ***Is energetic and passionate*** about RENEW's mission and vision and embodies our values
- ***Is extremely detail oriented*** and delivers high-quality written products
- ***Has terrific writing skills*** and can copyedit and produce written content with ease
- ***Has a fun spirit***, and excels in a highly collaborative environment

OVERVIEW OF JOB

RENEW seeks a candidate who will be responsible for the following key areas:

Core Responsibilities:

- **Marketing Activities:** Creating and researching content for, and managing RENEW, Impact Angel Network and portfolio websites, blogs, and social media channels
- **Investor Coordination Activities:** Assisting with activities related to managing the investor network including researching and planning events and meetings, supporting all aspects of the investor relationship, investor reporting and communication and following-up with and keeping in touch with investors
- **Event Planning and Logistics:** Coordinating team flights, hotels and other logistics; planning and implementing major events
- **Research Activities:** Supporting research efforts and designing and implementing marketing strategies for expanding RENEW's Impact Angel Network

Detailed Responsibilities:**Marketing Coordinator**

Goal: Ensure RENEW, the IAN and portfolio websites and blogs are up-to-date with compelling content; managing social media outlets; and updating marketing tools to help grow the Impact Angel Network

1. Websites & Blogs
 - a. Coordinate monthly content creation
 - b. Assist with researching content for and writing blog posts
 - c. Copy-edit and post blogs written by other RENEW team members
 - d. Keep website content up-to-date
2. Social Media
 - a. Post new blog posts and noteworthy information to RENEW and portfolio companies social media platforms
3. Marketing Tools
 - a. Assist in brainstorming, creating/updating and printing new marketing materials to be used at RENEW events and for building RENEW's IAN
 - b. Liaise with RENEW's graphic designer to execute creation of various materials
4. Press Releases
 - a. Write, edit and distribute any RENEW press releases
 - b. Manage and update RENEW's media list for press releases

Investor Coordinator

Goal: Help manage and grow the Impact Angel Network

1. Communications
 - a. Coordinate, write and implement monthly communications for investors including IAN Essentials,
2. Reporting
 - a. Coordinate, edit and distribute quarterly investor reports, end of year reports and other materials to investors
 - b. Ensure portfolio portals/websites are up-to-date
3. Meeting coordination
 - a. Research and coordinate meetings with stakeholders
4. Highrise management
 - a. Keep RENEW CRM clean and organized
 - b. Ensure team is using tags and other components properly to manage current investors and prospects

Event Planning and Logistics

Goal: Help RENEW create and deliver one of the most amazing experiences our clients have ever had.

1. Logistics, Events and Trips
 - a. Work with team on the agenda, content, etc. of events
 - b. Help organize location, invitations, refreshments, etc.
 - c. Follow up with investors
 - d. Work with investors and RENEW team to schedule and book trips
 - e. Collect necessary information from investor groups for trips
 - f. Assist with investor training before trips
 - g. Work with investors to get visas, check holidays in the destination country, etc.

- h. Make travel, hotel, transportation, etc. arrangements

Research

Goal: Build a comprehensive database of HNWI's and start to expand the IAN through reaching out to them.

1. Investor and Partner networks
 - a. Identify areas where RENEW can foster relationships with investors: angel groups, wealth management groups, HNWI databases, etc.
 - i. Research and build a database of partners and investors
 - ii. Identify points of contact
 - iii. Reach out to contacts, and arrange meetings
 - iv. Support meetings and follow-up

QUALIFICATIONS

Based on RENEW's experience, we believe candidates with the following qualifications are likely to be most successful:

- Bachelor's degree; preferably in Business, Marketing, or related discipline
- 2-3 years work experience in a related role involving executive assistance, marketing or investor relations
- Technical experience with websites and communications platforms is preferred

ABOUT RENEW

RENEW has been facilitating impact investments in East Africa and Asia since 2008. Our team of investment, marketing, business and legal professionals is located in Addis Ababa, Ethiopia and the United States. We invite you to learn more about RENEW by visiting our website www.renewstrategies.com and viewing the following videos:

RENEW & IAN Portfolio: [7 Companies, 1,161 Jobs](#)

An Introduction to the IAN: [How the Impact Angel Network Makes Investments in Africa](#)

APPLICATION PROCESS

RENEW invites qualified applicants to submit to renew@renewstrategies.com a CV, along with a cover letter describing his or her qualifications related to the requirements for this position, salary expectations and reasons for applying. Applicants should include their undergraduate and graduate GPAs in their CVs. We may request a writing sample, references, a case study quiz and other materials from candidates who advance through the application process.

A friendly suggestion to candidates: Please pay attention to details and follow instructions, providing the information requested. **Only complete applications will be considered.**

Application Timeline: We plan to post this opening until March 31, 2017; however, we may begin considering and interviewing candidates on a rolling basis as early as the post date.

No agencies please.