Call for applications:  
Sales and Marketing Specialist  

Terms of reference

I. GENERAL INFORMATION

Role: Market development Specialist  
Location: Envigado, Antioquia, Colombia.  
Start date: July 1, 2020  
Duration: 6 months with the possibility of extension.  
Objective: Develop and implement sales and marketing strategies to increase demand for gold from Fairmined certified mining organizations.

BACKGROUND

The Alliance for Responsible Mining (ARM) is a global, independent and pioneering initiative founded in Colombia in 2004. Its aim is to improve the equality and wellbeing of artisanal and small-scale mining (ASM) communities through social, environmental and work-related projects, a good governance system and the implementation of ecosystem conservation practices. ARM’s mission is to facilitate the empowerment of artisanal and small-scale miners, their organisation and the adoption of good practices, and promoting a positive environment for their integration in the formal economy. We develop production and commercialisation voluntary standard systems and we support the creation of responsible supply chains.

ARM created the Fairmined standard, a standard that promotes sustainable development within the ASM and connects it with the national and international gold industry. In the Supply Chains and Market department the main aim is to establish fair and efficient supply chains between responsible mining organisations and the market, and to develop the Fairmined market for the responsible gold produced by ASM.

II. OBJECTIVE

The Market Development Specialist will be responsible to develop and implement sales and marketing strategies to raise awareness about the Fairmined Initiative in international markets (primarily North America and Europe) and increase market demand for Fairmined certified gold.
III. FUNCTIONS AND RESPONSIBILITIES

Sales and Marketing

- Help develop and implement sales and marketing strategies to raise awareness and increase demand for Fairmined gold.
- Manage, revise, update and improve sales and marketing processes, methodologies, tools and platforms.
- Lead market research activities and identify target audiences for Fairmined.
- Identify and approach new opportunities, clients and markets.
- Collect and analyse information to report the impact and the results obtained as a result of the different marketing and sales activities.
- Establish and manage relationships with organizations, institutions and other groups for the promotion and visibility of Fairmined.
- Support in the identification, planning and participation in events to promote Fairmined.
- Monitor responsible sourcing trends in the main markets and the gold industry in general to adapt our services and programs accordingly.
- Support the development and implementation of awareness raising campaigns.
- Coordinate with the communications area for the development and implementation of the communication strategy targeted at potential partners.
- Support the development of communication and marketing material for potential partners in the market.
- Support building the image for the Fairmined brand and monitor and ensure its good use, both inside and outside the organization, including ensuring the proper use of data, terms and messages.
- Manage relationships with service providers.
- Support in the search for financing opportunities for the promotion of Fairmined in international markets.

Institutional

- Participate in the induction and training promoted by ARM to guarantee the quality of the activities organised and their alignment with the organisation’s strategy.
- Follow internal politics, protocols, procedures and codes implemented by the organisation.
- Adequately use the organisation’s formats, methodologies and planning and communication tools.
- Follow travel policies for requesting tickets, estimates and legalisation.
- Organise contacts and meeting notes with external actors and store them appropriately in the organization’s server.
- Provide information related to tasks, goals and indicators.
- Watch over the quality of the information produced and appropriately collect it on the ARM Server.
- Take part in meetings and coordination spaces when relevant.
- Respect human rights of individuals and communities in all projects and activities.
DURATION

6 months with the possibility of extension.

IV. DELIVERABLES

Deliverables:

- Completed induction.
- Timesheet (daily updates, monthly delivery).
- Application, travel checklist, legalisations and original (or scanned) receipts for the authorised expenses.
- Movement schedule (for trips).
- Travel reports (for every trip) and outcomes.
- Internal and external meetings notes.
- Updated contacts in ARMs contact database.
- Monthly progress plan.
- Quarterly plan with updated indicators of all activities under your responsibility.
- Updated and documented procedures of the key functions of the role.

V. PROFILE

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<tr>
<th>EDUCATION</th>
<th>Sales and marketing.</th>
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<td>Relevant work experience: 4 years minimum.</td>
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<td>Specific experience in:</td>
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<td>• Sales.</td>
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<td>• Marketing (ideally for ethical and responsible products).</td>
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<th>EXPERIENCE</th>
<th>Specific knowledge that is also positively evaluated:</th>
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<td></td>
<td>• Knowledge on the jewellery and/or gold industry sectors.</td>
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<td>• Knowledge on certification and standard initiatives, fair trade and ethical products.</td>
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<td>• Knowledge on artisanal and small-scale mining.</td>
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<td>• Work experience in international cooperation or non-profit organisations.</td>
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<th>SKILLS</th>
<th>Advanced / bilingual oral and written communication skills in English. Other languages are a plus.</th>
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<td>• Experience with technology and communication tools such as Microsoft Office, Adobe Illustrator, Salesforce, Mailjet, Wordpress, Survey Monkey, social networks.</td>
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<td>• Proactive and outgoing.</td>
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<td>• Charismatic and with a customer service orientation.</td>
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<td>• Organisation and analytic skills.</td>
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VI. CONTRACT TYPE

Contract type: Service delivery agreement

Payment: Monthly salary between 3,200,000-4,000,000 Colombian Pesos, depending on the candidate’s education, experience and skills.

The payment will be sent after previous checking of the bank account and administrative and technical support (previously approved), according to the Work Plan. Deductions will be applied, as well as social security fee as per Colombian norms.

VII.  SUPERVISION

This role will be supervised by the Head of Supply Chains and Markets.

VIII. DOCUMENTS TO BE ATTACHED

1. Cover letter/Motivation letter in English
2. CV in English

If you are interested, please send your application with all the required information and documents to: convocatorias@minasresponsables.org. The object of your e-mail should be "Sales and Marketing Specialist".

IX. TIMELINE

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<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Call for application opening</td>
<td>May 11, 2020</td>
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<tr>
<td>Call for application closing</td>
<td>May 31, 2020</td>
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<tr>
<td>Candidates evaluation</td>
<td>June 1-5, 2020</td>
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<td>Individual interview</td>
<td>June 8-11, 2020</td>
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<td>Selection and communication</td>
<td>June 12, 2020</td>
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<td>Hiring/administrative process</td>
<td>June 15-26, 2020</td>
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<td>Start of contract</td>
<td>July 1, 2020</td>
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