ALLIANCE FOR
RESPONSIBLE MINING

Call for applications:

Account Management Professional

Terms of reference

I. GENERAL INFORMATION

Role:	Account Management Professional
Location:	Envigado, Antioquia, Colombia / Possibility of home office
Start date:	15th of April 2021
Duration:	6 months with the possibility of extension.
Objective:	Support the implementation of account management and marketing strategies.

BACKGROUND

The Alliance for Responsible Mining (ARM) is a global, independent and pioneering initiative founded in Colombia in 2004. It works to transform the ASM sector into a socially and environmentally responsible activity, while improving the quality of life of artisanal miners, their families and communities.

ARM facilitates the empowerment of artisanal and small-scale miners, their organization and the adoption of good practices, promoting favorable environments for the inclusion of artisanal and small-scale miners in the formal economy. ARM create voluntary standard systems for production and trade and support the creation of responsible supply chains.

The Fairmined Standard, was created by ARM to promote sustainable development within the ASM and connects the certified mining organizations with the national and international gold industry. The Fairmined standard guarantees better trade conditions for the miners (minimum price, premium…) and gives to the gold industry crucial guarantees about the origins of its gold.

ARM also created the CRAFT, an open-source standard that enables ASM gold producers to access formal markets by proactively facilitating due diligence of their supply chains conforming with the OECD Guidance at the earliest possible stage of their development.

In the Markets and Supply Chains Department the main aim is to establish fair and efficient supply chains between responsible mining organisations and the market, and to develop the market for the responsible gold produced by ASM.

II. OBJECTIVE

The Account Management Professional will help to implement and continuously develop our account management and marketing strategies. He/she will be responsible for the onboarding and follow-up of new members of the Fairmined initiative, support existing members (international actors of the

gold industry) and support the implementation of marketing strategies. He or she will contribute to the following objectives and strategies within the Markets and Supply Chains department:

- Facilitating commercial relationships
- Increase the participation of actors in the Fairmined initiative
- Maintain a high satisfaction level of potential and current members
- Help in communications and marketing activities to raise awareness about Fairmined

III. FUNCTIONS AND RESPONSIBILITIES

Institutional

- Participate in the induction and training promoted by ARM to guarantee the quality of the activities organized and their alignment with the organization's strategy.
- Follow internal policies, protocols, procedures and codes implemented by the organization.
- Adequately use the organization's formats, methodologies and planning and communication tools.
- Follow travel policies for requesting tickets, estimates and legalization.
- While out of the office, especially when in the field, maintain a detailed movement diary and communicate with the office respecting the security policy.
- Organize 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 in the ARM Server.
- Take part in meetings and coordination spaces when relevant.
- (when applicable) Lead the employees under your supervision.
- Respect Human Rights of individuals and communities in all projects and activities.

Account management

- Management and follow-up with potential new members (market actors, mainly jewelry and refining companies) and other interested groups.
- Identify new opportunities, clients and markets.
- Conversion of potential leads into Fairmined licensed brands.
- Request and monitor the documentation and information on the Due Diligence process of new licensed brands and authorized suppliers.
- Evaluate the needs and expectations of licensed brands and suppliers and develop strategies to satisfy them.
- Support in the revision, update, continuous improvement and development of licensing and authorization processes in order to increase efficiency. This includes agreements, tools and communications material, among others.
- Evaluation and analysis of all the information related to licensed brands and suppliers and taking measures for improving its management (satisfaction survey, reports, KPI…)
- Support the Certifications and Standards department in the communication and management of the licensed brands and suppliers on topics related to their area.
- Support the Administration and Finance department to improve and implement processes for the collection of development and administrative fees for licensees and suppliers.

- Participation in the development of the Salesforce platform according to the needs of the Market and Supply chain department (improvement of the database, development of dashboards, mail automations...)
- Manage the emails admin@fairmined.org and info@fairmined.org, answering requests and questions regarding ARM and Fairmined.

MARKETING

- Contribute to the implementation of the marketing strategy to strengthen our brand positioning in key markets.
- Support the development of our inbound marketing strategy based on content and digital marketing.
- Support the development and implementation of public relations strategies such as online and onsite events with partners and promoters.
- Support the management of Fairmined's social media accounts and update the Fairmined website.
- Support the development and monitoring of the Fairmined image within and without the organization, including the proper use of data, terminology and messages.
- Manage relationships with service providers.

DURATION

Six months with the possibility of extension.

IV. DELIVERABLES

Deliverables:

- Completed induction (the first month).
- Timesheet (daily updates, monthly delivery).
- Application, travel checklist, legalizations and original (or scanned) receipts for the authorized expenses (for trips).
- Movement schedule (for trips).
- Travel reports (for every trip) and archived material on the server.
- Internal and external meeting notes in Salesforce.
- Updated contacts in ARM's contact database.
- Monthly report of activities and main achievements.
- Quarterly plan with updated indicators of all activities under his/her responsibility.
- Updated and documented procedures of the key functions of the role.

V. PROFILE

EDUCATION	International relations, trade and/or foreign commerce, international business, marketing, economy, business administration.
EXPERIENCE	Relevant work experience: 2 years minimum.
	Specific experience in:

	● Account and relationship management ● Customer Experience/Service ● Marketing
	Specific knowledge that is also positively evaluated: ● Knowledge of certification and standard initiatives, fair trade and ethical products. ● Knowledge of the jewelry and/or gold industry sectors. ● Knowledge of artisanal and small-scale mining. ● Work experience in international cooperation or non-profit organizations.
SKILLS	● **Advanced/bilingual oral and written communication skills in English and Spanish**. **Other languages are a plus, especially French and German.** ● Experience with technology and communication tools: Microsoft Office, Adobe Suite, **Salesforce**, Mailjet, WordPress, Survey Monkey and social media. ● Organization and analytic skills. ● Critical thinking. ● Detail-oriented. ● Outgoing and proactive. ● Charismatic and with a customer service orientation.

VI. CONTRACT TYPE

Contract type: Service delivery agreement

Payment: Monthly salary between 3.000.000 and 3.300.000 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 Account Management Specialist.

VIII. DOCUMENTS TO BE ATTACHED

1. Cover letter in English (if your native language is English, the letter should be in Spanish).
2. CV in English (if your native language is English, the CV should be in Spanish).

If you are interested, please send your application with all required information and documents to: convocatorias@minasresponsables.org.

IX. TIMELINE

Call for application opening:	25th of March 2021
Call for application closing:	6th of April 2021
Candidates evaluation:	7th of April 2021
Interviewww:	8th and 9th of April 2021
Selection and communication:	12th of April 2021
Hiring and administrative process:	13 -15th of April 2021
Start of contract:	18th of April 2021

X. SELECTION AND EVALUATION CRITERIA

The selection of candidates will be carried out by ARM's Acquisition and Services Committee.

PROFILE	SELECTION CRITERIA	VALUE
EDUCATION Maximum 20	Professional studies.	15
	Specialized studies in related areas.	17
	Postgraduate studies in related areas.	20
EXPERIENCE Maximum 35	Relevant.	25
	Specific.	10
SKILLS Maximum 45	Written and oral communication skills in English and Spanish.	20
	Other languages	5
	Communications and technology tools	10
	Interpersonal skills	10