

Position “Head of Communications & Marketing”

The BlueOrchard and Bamboo Group is an asset manager specialized in Microfinance and Social Impact Investments. A pioneer and global leader in this field, The BlueOrchard Group manages today over \$1.1 billion of assets with investments at the “Base of the Pyramid” in more than 50 emerging countries.

Our Group is currently looking for a Head of Communications & Marketing to further shape its profile in the microfinance industry, to guide its interactions with the media, to support its growth strategy and to manage communication with its various constituencies.

The position is based in Geneva, reports to the CEO of the Group and encompasses the following main tasks and responsibilities:

Communications

- Develop and implement a Communications Strategy that supports the Group’s business strategy both global and regional
- Manage, promote and protect the Group brand reputation across the selected audiences. Ensure consistency across all entities and coordinate with other BlueOrchard and Bamboo units
- Manage/maintain BlueOrchard Group’s presence in the web space (Internet, Intranet, blogs, etc.)
- Assist Management with internal communication

Media

- Develop and maintain direct contacts with the local/regional press and international press
- Manage the relation with selected external Communications & PR agencies
- Develop and maintain contacts with the Microfinance specialized press, think tanks and other opinion leaders
- Screen media for relevant topics/articles and disseminate internally (Media Watch)

Publications

- Manage the Group’s publications
- Act as “Editor in Chief” and contributor for all publications and ensure production

Industry – Opinions

- Survey current industry discussions topics, trends, competition, etc. and inform management accordingly
- Contribute to public debates if appropriate and prepare “opinion papers” on important topics in cooperation with internal and external subject matter experts, coordinate with other units
- Maintain the company’s library

Marketing – Sales Support

- Manage BlueOrchard Group’s corporate identity, define standards and arrange for templates
- Manage BlueOrchard Group’s portfolio of publications; arrange for design, production and distribution
- Manage the overall event calendar and assist companies and units (e.g. “Investor Relations & Sales”, “Origination & Placement”) in selecting conferences and sponsorships
- Arrange for appropriate marketing material for fairs, conventions, conferences, etc. including client gifts and provide organizational/logistical support

Finance - Budget

- Elaborate bottom up Communications budget by entity/unit and manage approved budget
- Maintain relationships with service providers, negotiate conditions, etc.

Profile:

- Solid experience in Communications and Marketing and/or Journalism
- Exposure to the Microfinance sector and/or demonstrated interest for Social Ventures
- Good understanding of Asset Management and financial products
- At ease with contemporary communications platforms and tools
- Superior education
- Ability to work independently in a multi-cultural environment
- Open, creative, energetic and curious personality
- Proficiency in English and good command of French; Spanish and German a plus

Applications:

Candidates whose resume matches the above profile shall address CV and cover letter to:
Jean-Philippe de Schrevel, CEO BlueOrchard Group at Jean-Philippe.deSchrevel@blueorchard.com.

Geneva, April 2011