



Director of Global Marketing

Are you ready to use your marketing acumen to motivate low-income consumers to acquire the eyeglasses they need to see well and do well? Do you want to play a pivotal role in restoring vision for millions of people in frontier and emerging markets around the world?

VisionSpring, an international social enterprise, seeks a Director of Global Marketing and Demand Generation. Based in New Delhi, India, the Director is responsible for marketing initiatives across the enterprise, and influencing partner organizations and customers in more than 20 countries annually. Major markets include India, Bangladesh, Rwanda, Nigeria, China and the Philippines. The Director will lead brand strategy, eCommerce and B2B marketing, end-consumer demand generation; and will leverage available systems and marketing tools to generate inbound leads. The Director will report to VisionSpring's President (based in New York), serve as a member of the India management team, and collaborate closely with the VP of Global Partnerships (based in New York) and the India Country Director (based in New Delhi).

About You

- You love working in a high growth environment, and are ready to drive year-on-year sales exceeding 40%.
- You will be able to balance intense demand for local marketing support in India with the needs of the global enterprise serving customers in other national markets.
- You revel in customer insights, in finding new perspective on familiar challenges.
- "Prove it." Ideas are nice. Evidence matters more. You create marketing strategies, content and a customer experience based on data – analysis of sales history, website traffic statistics, customer demographics, etc. You expect each marketing activity to increase conversion and yield an ROI.
- You are impatient for action. You do not suffer analysis paralysis and design indecision. In fact, you see action as a great way to learn and improve. You judge yourself not by what you say, but by what you get done.
- You are a master of implementing brand and messaging consistency with geographically dispersed teams.

About Us

- We are an international social enterprise with a mission to create access to affordable eyewear, everywhere. We establish market access to eyeglasses and vision correction for people living on less than \$4 per day.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective—to correct refractive error with eyeglasses so that low income consumers may experience improved functioning, productivity and income earning potential on a sustained basis.

- Organizationally, we are a hybrid. We run our business on both sales metrics and social impact measures; on earned revenue and philanthropic contributions; and we borrow from a range of for-profit and not-for-profit practices.
- We are working to transform the systemic dysfunction of the optical market which has failed to deliver a 700 year old technology to 644 million low-income consumers.
- We serve low income consumers not as beneficiaries but as customers. By selling radically affordable, durable eyeglasses we awaken new demand and seed a viable market.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

What You'll Do

Global Brand Strategy and Management

- Develop the brand strategy to generate international business and grow sales with the goal of providing 10 million people with eyeglasses by 2020.
- Develop insights into our two differentiated customer segments: a) B2B partners who are government, NGO, and private institutions working to expand access to vision care; and b) end consumers who require eyeglasses for vision correction and earn less than \$4 per day.
- Champion customer satisfaction and the voice of low-income eyeglasses wearers. Inspire collaboration with partner organizations through compelling, evidence based messaging.
- Define and consistently deploy brand assets for merchandizing, print and digital content, and other media applications. Manage tactical execution of third party vendor and consultant engagements as needed.
- In collaboration with Human Resources, develop employee training so that all customer-facing associates deliver the VisionSpring brand experience.

eCommerce and B2B Marketing

- Develop VisionSpring's first eCommerce website and partner portal. As a member of the project leadership team, define and design the customer experience, including the site architecture, catalogue browsing and product views, and all visual and multi-media assets. Develop a library of downloadable training materials, case studies and point of sale marketing collateral.
- Regularly refine and update the eCommerce site and manage new content development to enhance the user experience.
- Develop sales kits, introductory presentations and reporting templates to support business development with corporate, NGO, government and hospital partners.
- Partner with regional and field sales teams to execute focused, outbound B2B prospecting campaigns and account nurturing programs.

Consumer Demand Generation

- Define marketing strategies based on robust consumer insights to address and remove purchase barriers (social, economic, cultural) for customers and within channels.

- Use consumer insights and analysis to inform VisionSpring's product selection and pricing.
- Guide merchandise presentation design, print and digital advertising, and other support to bolster sales and conversion rates.
- Support high social and/or revenue returns on VisionSpring's inventory through the marketing of promotions, markdowns, and stock strategies, particularly in our retail Optical Hubs.

Systems and Reporting

- Leverage internal data systems (Salesforce.com and an SAP-based point-of-sale system) to target and implement promotions and campaigns.
- Monitor and regularly report ROI and other standard metrics on marketing and brand initiatives.

Cross-Enterprise Leadership

- Problem solve on enterprise-wide issues and work to advance the achievement of VisionSpring's global strategy.
- Work with the President and the Country Director to evolve three-year rolling plans and prepare annual goals and an operating budget.
- Represent VisionSpring at industry forums and in peer working groups.

What's Required

- Minimum of 10 years of professional experience in marketing or product/brand management; with at least 3 years in digital marketing and ecommerce
- Experience with B2B and/or end-consumer marketing
- Proven P&L and budget management experience
- Track record of sales enablement or demand generation — supporting a geographically distributed field or an inside sales force
- Marketing or communications experience in other frontier or emerging markets outside of India
- Fluency in English required. Fluency in Hindi or Bengali preferred
- Ability to travel up to 30%
- Other preferred and beneficial experience:
 - Sector experience in optical, fast moving consumer goods, health or pharmaceuticals
 - Familiarity with marketing automation tools
 - Understanding of the demand funnel/waterfall
 - Familiarity with demand generation forecasting and reporting best practices
 - Experience with salesforce.com; including understanding of the salesforce.com account, contact, opportunity, and lead hierarchy

Compensation: Based on experience and education. VisionSpring offers competitive benefits, including health insurance and generous vacation/personal time.

To Apply:

We want to know more than just what you have done. We want to know who you are. What are your passions and talents that draw you to this role? Submit a resume and an example of marketing collateral that you have developed. In your cover letter answer the three question below.

- Why does marketing to low-income or “base of the pyramid” consumers appeal to you at this stage in your career?
- Describe your interest in social entrepreneurship.
- How will you know if this is the right job for you?

Please submit you application to: talent@visionspring.org

Include your last name and "Director, Global Marketing" in the subject line.

Only candidates to be interviewed will be contacted.

VisionSpring is an Equal Opportunity Employer.