



Marketing Manager

Location: Delhi NCR (Noida), India

Want to restore vision for millions of people in frontier and emerging markets? Looking to combine the best of business and social impact practices?

VisionSpring, an international social enterprise, seeks a Manager of Marketing and Communications. The Manager is responsible for the design, development, implementation and evaluation of an integrated communications and brand program across varied markets and global locations. You will generate and enhance the uptake of eyeglasses among people who earn less than \$4 per day – helping end consumers and B2B clients understand eyeglasses as an important tool for improving household income, student’s learning and quality of life. You will help build VisionSpring’s national and international recognition, and internal team knowledge, in order to support revenue generation and market-entry strategies.

You will report directly to the Director – Global Marketing, VisionSpring, be a team member of the Internal Communications cross-teaming function and a key member of the External Communications & Branding function. The position is based in New Delhi, India.

About You

- ROI matters. You create integrated marketing communication strategies and content based on data and customer insights. You create campaigns and brand programs to increase sales conversion.
- You are a hard-hitting manager of engagements with external marketing agencies and other vendors in order to produce great deliverables on time and budget.
- You maintain brand and messaging consistency across geographically dispersed sales teams. You understand messaging and how to tweak it across platforms and formats for various audiences.
- You are an achiever. You work with internal customers to ensure the brand and organizational goals are met. You are also the voice of the external customer.
- You see action as a great way to learn and improve. You judge yourself by what you get done.



About Us

- We are creating access to affordable eyeglasses, everywhere; because clear vision creates opportunities for increased learning, work, safety, civic participation, and quality of life.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective - to increase functioning, productivity, and income earning potential for low-income consumers through the correction of refractive error with eyeglasses.
- We are working to transform the systemic dysfunction of the optical market which has failed to deliver eyeglasses, a 700 year old technology, to 644 million consumers in need of vision correction, most earning less than \$4 a day.
- We serve low income consumers not as beneficiaries but as customers. Our customers expect a high quality and affordable product and will spend limited discretionary income for the immediate and tangible benefits of vision correction.
- By selling eyeglasses, we awaken new demand and seed a viable market. By selling new eyeglasses we are able to serve four times as many people per dollar input than the alternative of donating recycled ones. To efficiently scale, we must deliver each new unit with less cost.
- We run our business on both sales metrics and social impact measures. We exploit a range of organizational forms and practices to get the job done.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

What You'll Do

- Develop and implement the brand strategy to generate international business and grow sales with the goal of providing 10 million people with eyeglasses by 2020.
- Help develop branding and communication strategies that increase awareness, engagement and commitment with all stakeholders (consumers, educational and health institutions, government agencies, NGOs, CSR and philanthropic investors, and VisionSpring team members). This includes:
 - Traditional and online engagement, direct and database marketing, digital/social/internet branding, collateral/support materials, web site development
 - Inspire collaboration with partner organizations through compelling, evidence-based cases and messaging by using Events, PR, social media and joint marketing programs.
- Develop and propel the digital footprint of VisionSpring with judicious use of social media, website and other assets to create a viable ecommerce platform for the organization



- Regularly refine and update the ecommerce site, in collaboration with the Director of Technology, and manage new content development to enhance the user experience
- Partner with regional and field sales teams to execute focused, outbound B2B prospecting campaigns and account nurturing programs.
- Develop sales kits, introductory presentations and reporting templates to support business development with B2B partners (corporate, NGO, government agencies and health institutions)
- Develop insights into our two differentiated customer segments: a) B2B partners working to expand access to vision care; and b) end consumers who require eyeglasses for vision correction and earn less than \$4 per day.
- Manage engagements with marketing and/or creative agencies and other outsourced support.
- Work with the Director – Global Marketing and other critical stakeholders 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

- MBA from (tier II) Business School.
- Superior written and verbal communication skills in English, with exceptional presentation capabilities. Fluency & written skills Hindi or Bengali required
- Must: At least 1 year of B2B marketing background or B2B campaign development(agency)
- Must: At least 2 years of digital marketing exposure /social media.
- PR exposure would be useful
- Track record of sales enablement or demand generation.
- Ability to act as a program manager and drive multiple projects by priority and meet subsequent milestones.
- Marketing or communications experience in other frontier or emerging markets like Africa will be preferred.
- Ability to travel up to 30%.



Compensation

- Salary based on experience and education.
- Exciting performance incentives.
- VisionSpring offers competitive benefits, including health insurance and generous vacation time.

VisionSpring:

VisionSpring (www.visionspring.org) is a global social enterprise and was founded in 2001 by US optometrist, Dr. Jordan Kassalow. VisionSpring's mission is to ensure access to affordable eyewear, everywhere. VisionSpring achieves its mission by delivering high-quality, culturally-appropriate eyeglasses and eye-screening services to people at the base-of-the-socio-economic pyramid in developing economies. Its work has enabled over 3.5 million people to gain access to affordable eyeglasses over the last 15 years. This includes over 1.5 million pairs of eyeglasses dispensed in India alone. In 2016 alone, VisionSpring's reached close to 1 million people globally and dispensed more than 6,50,000 eyeglasses in India.

VisionSpring has been recognized by the Skoll Foundation, the Aspen Institute, the Draper Richards Kaplan Foundation, and the World Bank. Dr. Kassalow is one of the Schwab Foundation's 2012 Global Social Entrepreneurs of the Year, the inaugural winner of the John P. McNulty Prize, and was named as one of the Impact 30 by Forbes Magazine. In 2014, VisionSpring received, in partnership with Warby Parker, the Tribeca Disruptive Innovation Award.

Some of our key operating verticals are:

Wholesale Partnerships: It's a wholesale channel to provide affordable eyeglasses to the eye hospitals, Government, and mass market retailers across the country. The vertical leverages established distribution channels of the partner eye hospitals, Government, and mass market retailers to reach our target customers (those earning less than \$4 per day).

Vision Access Projects: Works closely with corporate partners to help them fulfil their Corporate Social Responsibility (CSR), Human Resources (HR), and Marketing goals. In addition to the corporates, the vertical also partners with NGOs, village-level entrepreneurs, faith-based institutions, and the Government to conduct eye-screening initiatives/camps and dispense eyeglasses to those who require. The patients diagnosed with cataracts and other complex eye diseases are referred to partner hospitals for further treatment. Vision Access projects operates around three impact themes: See to Earn; See to Learn; and See to be Safe. Through custom-designed impact projects, VisionSpring reaches with eyeglasses those who lack awareness, access, and affordability.

Optical Hubs and Outreaches: Consists of 10 optical hubs across 4 states in India. These hubs comprise of both standalone hubs and hubs located within the premises of partner hospitals and surgery centers. These hubs serve our target customers by providing comprehensive eye-exams and selling affordable prescription glasses, reading glasses, sunglasses, contact lenses, and other optical products. Some hubs have community outreach mobile van teams associated with them. These mobile van teams conduct eye-screenings and dispense eyeglasses in surrounding communities, schools, and workplaces.

2017 Position Description: Marketing Manager



To Apply

- **Please submit a complete application, including a thoughtful cover letter and resume/CV, to: hr.india@visionspring.org. Include your name and "Marketing Manager" in the subject line.**
- Only candidates to be interviewed will be contacted.
- VisionSpring is an Equal Opportunity Employer.