

Indego Africa Market Development Manager

The Market Development Manager is a temp-to-hire position based in NYC that provides a unique opportunity to both learn and execute Indego's market-driven approach to helping women, youth, and refugees successfully integrate and succeed in the global artisan economy. It also provides the opportunity to help grow a small business with large social impact and join a cohesive global team with operations in Rwanda, Ghana, and the US.

The Market Development Manager position will evolve in two phases:

- **Phase 1** (*March to May*) Work alongside the Wholesale Account Manager to learn and master the multiple components of the wholesale business which generates high volume orders for Indego's artisan partners and 65% of our annual sales. This hands-on training period will build the foundation to understand Indego Africa's supply chain from start to finish. (*June to August*) Backfill the Wholesale Manager position while Indego's Wholesale Account Manager is on leave.
- **Phase 2** (*eligible for a full-time position beginning in September*) Under the supervision of Indego Africa's Brand Director, pivot to assume the responsibilities of Market Development and Website Management which will focus on expanding Indego's retail market through digital marketing and analytics. Continue working in tandem with the Wholesale Account Manager to expand wholesale account and distribution channels.

Qualifications:

- Minimum 3-4 years of experience in a sales/customer relations environment (wholesale account management in related industry is a plus)
- Exceptional communication skills
- Passion for design, branding, artisan sector, and sustainable design market
- Self-motivated with ability to develop and create new sales and ordering strategies
- Strong attention to detail and highly organized
- Familiarity with digital marketing and analytics
- Proficiency in or ability to learn TradeGecko, Shopify, and Salesforce
- Team player comfortable with a small business ethic of wearing multiple hats to pitch in where needed

Responsibilities:

Phase 1: Learn Wholesale Process & Responsibilities

- **Inventory Management**
 - TradeGecko: Manage Indego's inventory system, TradeGecko, on a weekly basis as products from Africa arrive and wholesale and retail orders are completed. Adjust/maintain inventory levels as needed (influencer send-outs, damaged stock, etc.) and produce inventory reports.
 - Drop Ship Accounts: Communicate with drop ship clients and maintain the inventory levels of drop ship accounts dependent upon retail needs and availability.

- **Account Management**

- Respond to wholesale customer inquiries and set up new accounts as necessary
- Communicate on a regular basis with existing wholesale clients on all aspects of ordering, quality control, fulfillment, etc.
- Execute fulfillment of wholesale orders (including carrying out post-production work, tagging, packing, etc.) with assistance from Production & Fulfillment Associate
- Manage invoicing for both wholesale and drop ship clients (QuickBooks)
- Schedule studio appointments for clients as requested

Phase 2: Market Development & Retail Site Management

- **Sales Outreach & Idea Generation**

- Research and pitch new stores and targets to Brand Director & Wholesale Account Manager
- Pitch new distribution channels and marketing ideas for retail sales to Brand Director

- **Website & Retail Sales Maintenance**

- Maintain visual consistency of Indego Africa's retail website using Shopify
- Re-merchandise collections as needed
- Catalog/upload and edit collections in Indego's inventory management system
- Update copy and materials

- **Digital Marketing and Analytics**

- Assume responsibility of Quarterly Analytics reporting of retail sales which will dovetail with re-merchandising described above
- Expand and refine current Google AdWords program

- **Drop Ship Accounts:**

- Coordinate with Brand Director to ensure wholesale clients have all necessary imagery and marketing materials to successfully promote Indego Africa's products
- Manage existing dropship accounts/client relationships and manage inventory

To apply: Please email jobs@indegofafrica.org with (a) your resume, (b) a thoughtful cover letter, and (c) your salary history. Your name and the title of the position must be in the title of your attached documents. No phone calls please.