

**Job Description:** Head of Marketing & Sales

**Location:** Kampala, Uganda

**Term:** 2 Years – renewable

**Start Date:** 01 April 2020

### ***Company Overview***

Latitude Trade Company (LTC) is a rapidly growing social enterprise in Uganda sourcing specialty cacao for export and producing bean to bar chocolate at origin. Working with over 1,000 certified organic smallholder farmers, our mission is to sustainably increase incomes and reduce risk for our suppliers while positively impacting the community and environment surrounding our operations. We aim to provide chocolate makers and consumers in East Africa and around the world with the highest quality, transparently sourced and fully traceable Ugandan cocoa products.

### ***Job Description***

The Head of Marketing & Sales is a full-time in-country position leading the marketing, advertising and distribution of Latitude chocolate within Uganda, East Africa and overseas. The core responsibilities include:

- Development of marketing, branding, packaging and distribution strategies for chocolate
- Coordinate all sales and distribution via retail, wholesale, and online
- Organize strategy for customer acquisition and customer care
- Develop materials and pitch new customer leads across 3 regions (domestic, regional, overseas)
- Coordinate all social media and online advertising strategies, including liaising directly with customers
- Work with partners and contractors to develop media content in Kampala and Bundibugyo
- Develop and implement chocolate education and tours program for consumers
- Organize and carry out events, tours and tastings program
- Manage logistics of distribution channels for all chocolate products
- Participate in product development and ongoing market research

*In addition to these responsibilities, all employees are encouraged to propose programs, strategies or experiments which they feel offer a promising avenue for improvements to the company or livelihoods of the farmers.*

### ***Benefits & Compensation:***

- Competitive monthly salary
- 21 days of annual leave plus public holidays
- Coverage of all work-related travel

### ***Qualifications:***

- Bachelor's and/or Master's degree from reputable university in related field

- 3+ years' prior experience in marketing, sales, and distribution of food products
- Knowledge of or previous experience in hospitality, food and beverage, food manufacturing, confectionery, bakery supply-chain, specialty product distribution
- High degree of organization and communication skills
- Keen understanding of high-quality customer service and product design
- Ability and willingness to learn and problem-solve independently
- Ability to work across cultures, languages, and markets
- Outgoing personality with an interest in quality products made in Africa
- Positive attitude and sense of humor

Interested candidates please submit CV and cover letter to [jobs@latitudetrade.co](mailto:jobs@latitudetrade.co).