

FIELD OPERATIONS AND MARKETING MANAGER, CYCLETEL™ NEW DELHI, INDIA

CycleTel™ is an mHealth innovation, developed and tested in India, that is positioned to be the first ever family planning method offered via SMS. No doctors, no visits to the health clinic—CycleTel puts family planning knowledge and use in the hands of couples, on their mobile devices. Based on the Standard Days Method® (SDM) of family planning, the service has the potential to reach millions of women in India who have access to a mobile phone.

CycleTel seeks a Field Operations and Marketing Manager (FOMM) to implement customer outreach activities, manage field operations and marketing partners, and develop customer engagement processes. The candidate will have an exceptional track record in leading the implementation of hands-on sales and marketing strategies, preferably with a consumer health products and services in India.

CycleTel is an initiative developed and incubated by Georgetown University's Institute for Reproductive Health (IRH) in Washington, DC. IRH works to reduce unmet need for family planning by increasing fertility awareness and expanding access to family planning methods.

POSITION SUMMARY

The FOMM is an experienced project manager, juggling multiple partners and implementation priorities. The FOMM is responsible for coordinating all customer-facing messaging and positioning strategies, as well as all communications resources, tool and marketing programs for delivery and outreach partners. The FOMM will provide oversight to all field operations and partners – including CycleTel delivery partners, call center helpline, and marketing activities – to ensure that CycleTel delivers a secure, reliable, and valuable family planning service. S/he will also be responsible for coordinating mass media, branding, PR, and communications efforts to build brand awareness and generate demand generation for this new service. Knowledge of and experience working in family planning is a plus, particularly in relation to fertility awareness-based methods and the cultural and gender influences on making family planning use decisions in the Indian context.

ESSENTIAL FUNCTIONS

Lead strong field-level outreach partnerships and delivery activities

- Manage/oversee partners' implementation of CycleTel's outreach, promotion, and demand generation activities by NGO and commercial partners.
- Develop outreach partner toolkits and training materials to provide customer acquisition partners key resources to position, market and educate customers about CycleTel, highlighting its value proposition, quality, and reliability of service.
- Organize and lead trainings to ensure all marketing partners, and outreach agents are well-trained in SDM and CycleTel prior to point of customer engagement. Responsible for ensuring quality of information pushed out by outreach agents is correct and of high quality.
- Carry out regular field visits to partners, supporting the partners implementing CycleTel marketing efforts. Ensure initial processes for customer engagement are running successfully, and if not, problem-solve and develop improved flows and efficiencies. Create infrastructure for systematizing processes as customers grow in number.
- Liaise with the call center to respond to any technical and/or service-related customer queries not able to be met by call center helpline.

Manage communications and marketing implementation for consumer-facing campaigns and distributor resources

- Working closely with CycleTel's marketing agency, develop and coordinate overall messaging, segmentation, positioning, brand identity and visual design.
- Lead the coordination and implementation of above the line communications campaign and media buying efforts for demand generation activities.
- Ensure all print, digital, and communications collateral is designed, developed, and distributed in alignment with CycleTel's strategy. Manage and update CycleTel website.
- Activate and utilize marketing and sales data to inform outreach strategies. Apply quantitative and qualitative experience in analyzing performance.
- Source new leads and ideas for marketing and demand generation efforts and activities.

QUALIFICATIONS

You are a social marketing professional, with...

- 3-5 years of experience in field-level project coordination and outreach/marketing, preferably with a target market of women in India, rural and urban.
- Experience in managing creative agency and implementing marketing campaigns including vendor management, outreach, project management, budgeting, coordination, and communication design.
- Portfolio includes use of various above the line marketing strategies, including social media. Experience working with mobile and technology products and services a plus.

You are an experienced field-level manager of products and services that create social impact, with...

- Proven experience working with hard-to-reach markets and “push” products, preferably in health.
- Proven ability to find innovative ways to overcome barriers that prevent access and use.
- Passion and experience bringing life-changing and life-saving products, services, and information to customers who need them the most, at a socially affordable price point.
- A nuanced understanding of the cultural, social, and economic context of our target market and sensitivity to cultural norms and values, especially pertaining to gender and family planning in India.
- Knowledge of and experience working in family planning with NGOs is a major plus.

You are a self-starter and problem-solver, with...

- Ability to work across sectors, forming alliances and partnerships for service delivery.
- Experience working in a start-up environment, executing on outreach and marketing strategies with limited data and resources. Must be able to think creatively and operate nimbly.
- Integrity, passion, and a positive, motivating attitude.

You are a strong communicator and trainer, with...

- Excellent communication skills in English; written/spoken fluency in Hindi required.
- Public relations and interpersonal skills, and a deep sense of collegiality across CycleTel team, partners, and customers.
- Ability to create content and deliver trainings on product positioning of CycleTel.

Location: New Delhi, India.

Reports to: Managing Director, India

How to Apply: Please send cover letter and CV to the CycleTel team at ramya.kancharla@gmail.com, no later than **Friday, December 11th** with the subject line “Field Operations and Marketing Manager Application”. Candidates will be contacted for interviews on a rolling basis. Please apply early.

No phone calls please.