

At Krakakoa, we believe that some of the best quality products in the world can be produced right here in Indonesia. We believe that farmers need to make a good living from the hard work that they do. We believe that the environment needs to be protected while we pursue economic development. And we believe manufacturing and processing is an important contributor to economic growth. Our mission is to put our beliefs into action and change the way food production systems impact people and the planet, starting with cocoa.

Today, we are the only Indonesian chocolate maker to win medals at the Academy of Chocolate awards, while our products are for sale in Singapore, Belgium, Netherlands, Germany and Czech Republic. We have trained nearly 1,000 local farmers and increased their total income by over Rp500m. We work with environmental NGOs such as WWF and we produce all our chocolate in our own factory in Bandar Lampung.

Krakakoa is looking for an offline and online marketing to be based at our office in Jakarta. The offline and online marketing will be responsible to manage the company's overall marketing activities as a team.

## **Online Marketing**

### **Responsibilities**

1. Create and prepare content for website and social media.
2. Creating online campaigns to build the brand and drive sales.
3. Engage with online media (e.g. blogs,news) for public relations and collaborations.
4. Run company's SEO.
5. Manage and optimize company's social media paid advertising activities.
6. Produce and analyze online advertising insight & report.

### **Requirements**

1. 0-3 years of fulltime work experience.
2. Good verbal & non-verbal skills (English & Bahasa Indonesia).
3. Knowledge of online marketing channels.
4. Social media savvy and data driven.
5. Detail oriented, strong planning and coordination skills.
6. Self-motivated, responsible and strong work ethic.
7. Design & photography skills are a plus.

## **Offline Marketing**

### **Responsibilities**

1. Building relationships with communities, media and the public.
2. Plan, organize and coordinate offline events (e.g. bazaars , workshops and sponsorships).
3. Engage with offline media for public relations and collaborations.

## **Requirements**

1. 0-3 years of fulltime work experience.
2. Good verbal & non-verbal skills (English & Bahasa Indonesia).
3. Knowledge of offline marketing channels.
4. People person and data driven.
5. Detail oriented, strong planning and coordination skills.
6. Self-motivated, responsible and strong work ethic.
7. Connections with media & communities are a plus.