

Purnaa Enterprises Pvt.Ltd

Job Description: Creative Marketing Associate

Reports to: Director of Business Development

Company Overview: Purnaa is a World Fair Trade Guaranteed company, an ethical manufacturer of products that export to North America, Australia, New Zealand, and Europe. We are passionate about ethically manufacturing high-quality products and creating job opportunities for marginalized people in Nepal.

Job purpose: Increase Purnaa sales by supporting the day-to-day marketing efforts to find new repeat customers.

Fit Description:

Key responsibilities and accountabilities:

1. Maintain overall marketing message and company communications style and branding for all marketing and communications activities
2. Support regular marketing activities with professional content including (but not limited to) – blogs, newsletters, market research, social media posts, social media engagement, advertisements, brochures, catalogs, graphic and photo assets
3. Support product inquiries and product development by creating mockups, design concepts, pattern and label updates, printing templates
4. Conduct market research and provide feedback on product designs
5. Contribute to sales and marketing strategy, goals, and milestones
6. Stay up-to-date with current design and digital marketing trends and best practices
7. Work according to Purnaa Values of Love, Excellence, Integrity, Justice, and Beauty and agree to follow Purnaa's Values Charter

Qualifications:

1. Bachelor's degree in Marketing, Graphic Design, Communications, or a related field; Relevant marketing experience is a plus
2. Proficiency in Adobe Creative Suite (Photoshop Illustrator) and other design software (e.g., Canva)
3. Understanding of digital marketing channels, including social media platforms, email marketing, and content marketing
4. Experience with analytics tools (Google Analytics, social media insights, etc.) is a plus
5. Strong eye for design and detail, with a portfolio demonstrating creative design skills
6. Excellent written and verbal communication skills
7. Self-motivated and proactive, with a passion for learning and developing new skills
8. Ability to work effectively both independently and as part of a team
9. Capable of working under pressure and meeting deadlines

Working Hrs: Monday – Friday, 8:30 am – 5: 30 pm. Some flexibility is necessary to serve a global market.

Salary: 32000 Nrs

Benefits: Lunch is served daily, tea breaks, values training, transportation, and other allowances.

Contact: If interested, please e-mail your application and CV to www.purnaa.com/application