



Job Description For

Director of Business Development and Marketing

Location: Nepal



We are a social enterprise sewing and knitting manufacturer in Nepal.

We are looking for our next Director of Business Development and Marketing to lead our new customer acquisition and marketing strategy.

Business Description

We primarily make sewn and knit accessories and clothing such as hats, t-shirts, bags, and stuffed animals for dozens of medium-sized ethical and sustainable brands in North America. We are 13 years old, profitable, have bought our own land, constructed a new factory, and are working toward a long-term vision of 1,000 jobs created. We are an awarded social enterprise and are members of the World Fair Trade Organization and the Freedom Business Alliance.

Nearly half of our staff come from marginalized and exploited backgrounds such as human trafficking, bonded labor, or severe discrimination due to religion, caste, gender, or disease. We want our staff to experience holistic life change through a sustainable, living-wage, dignified job that creates the opportunity for healing, stability, and growth.

Business Snapshot

300+ Full time staff

37% from marginalized background

13 Years old

\$1.5mil Sales in 2025



Fit Description

We are looking for an experienced business leader to work closely with our CEO and team of directors to guide our company toward future growth and impact. You will manage the sales and marketing team and work closely with a team of senior department leaders: the Director of Operations, the Finance Manager, and HR Manager.

You are an enthusiastic, motivated, and confident individual, passionate about results and growth. You can identify the right opportunities and enjoy connecting with potential clients. You can think strategically and manage a team of 7-10 others who may be based in the US, Europe, or Nepal. You are good with numbers and disciplined. You don't need others to direct you, you are self-driven and motivated to see results from your work. You see yourself in leadership at with us for at least 3 years. You see yourself as aligning well with our Mission, Values, and Key Beliefs (below).

Mission, Values, and Key Beliefs

Mission: World-class, ethical manufacturing that empowers marginalized people and survivors of exploitation to fresh starts and fulfilled lives. We gauge our success by the lives we impact.

Values

- **Love:** We unselfishly choose what is good for others.
- **Excellence:** We always do our best work, even in the small things. We always try to improve.
- **Integrity:** We do the right and honest thing even when nobody is watching. We follow-through on commitments.
- **Justice:** We give equal opportunity, fair rewards, and consequences, and champion the rights of those who do not receive just treatment in society.
- **Beauty:** We create beauty in our products, workplace, our environment, and in our lives.

Key Beliefs

- We do not separate empowerment activities and business activities but see them as fully united.
- We believe justice involves concern for the oppressed and this is essential for a flourishing society. As an employer that intentionally hires workers from marginalized backgrounds (often with significant trauma), we are patient and persistent in training, mentoring, and growing staff.
- We believe clarity is kindness. We are disciplined and detailed in developing strategies, goals, and processes, and in setting expectations. We are open to changing plans or processes, but do it deliberately and recognize that fast change within our context can be overwhelming.
- We believe there is no such thing as a secret. We operate with radical transparency with our staff and customers.

Key Responsibilities and Accountabilities

Lead Marketing Team

- Develop overall marketing strategy, goals, milestones, and plans.
- Lead the marketing team of 2-3 others to achieve annual and long-term sales goals.
- Provide guidance to the marketing associate to maintain Purnaa's overall messaging, branding, and communications.
- Manage marketing efforts to attract new leads to include web-based marketing, social media, sales events such as trade shows or fairs, and other similar efforts.
- Manage marketing budgets.

Lead Business Development Team

- Develop and implement long-term sales strategy, focusing Purnaa sales toward repeatable and scalable product sales that Purnaa can hold stock materials for, such as Purnaa's printed caps.
- Supervisor and mentor the Business Development Team members to ensure individual ownership of assigned product category and forward momentum.
- Actively manage the sales pipeline moving inquiries effectively to a yes or no
- Supervise the team in meeting customer needs, resolving customer issues, successfully closing sales and delivering orders
- Coordinate efforts with the Product Development team to increase current customer sales.

Strategy Development

- Work with Purnaa's CEO and other directors to direct overall company strategy
- Refine and improve Purnaa's long term marketing and sales strategy - Analyze Purnaa's marketing strategy and activities and recommend strategy for maximum reach.

Support Product Development Process

- Supervise market research to determine the best new products to develop.
- Develop sales and marketing processes and materials to facilitate sales of these products such as catalogs, ordering systems, pricing, etc.
- Work closely with cross-functional teams during product development, improving Purnaa's product offerings in its specialties of caps and dolls.
- Work with Production and Product Development teams to make samples and continuously improve products.



Job Details

- **Work Hours:** This is a full-time position. Typical office hours are 8:30am to 5:30pm Monday-Friday, but flexibility will be required for early morning or evening phone calls with other time zones several times per week.
- **Commitment:** Seeking 3 year commitment with a first year trial.
- **Reporting and Supervision:** Works closely with Purnaa CEO
- **Salary:** Negotiable depending on experience. As a social enterprise venture, we're committed to paying a competitive local salary in our work location, but this may not be sufficient for typical ex-pat expenses such as international insurance, international schools for dependents, travel to home country, etc. Some of our past international workers have chosen to live simply on the local economy while others have augmented with external support
- **Visa:** A business visa will be provided by the company for the employee and dependent visas for spouse and minor children.



Key Qualifications and Skills

- Demonstrable experience in developing strategic and business plans
- Excellent leadership, communication, interpersonal, organizational, analytical, and problem-solving skills
- BSc/BA in relevant field; MSc/MA will be preferred
- Resilient and Disciplined
- Creative but Organized
- Good with numbers and people
- Experience with online marketing analytics
- Target driven
- Customer service oriented
- Self-driven and motivated
- 3+ years of experience in a related field
- Willing to commit to at least 3 years
- Life experience demonstrating alignment with Purnaa's Mission, Values, and Key Beliefs

If you're interested in this position, we'd love to hear from you. Please contact us at...



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