



Job Opportunities

About Us

SoaPen Inc. is dedicated to promoting better hygiene practices among young children all over the world. Our flagship product SoaPen, is a soap-crayon which is markable on skin, such that children can draw on their hands with SoaPen marking all critical areas to be cleaned. The child is encouraged to turn every trace of the drawing into soapy lather, and in doing so they wash their hands correctly and for the right duration of time.

SoaPen is the winner of the Wearables for Good Challenge by UNICEF, ARM and frog design and US National Runners- up for the James Dyson Award. As a part of UNICEF's 4 month incubation program, we fine tuned our designs through advice from various mentors, set up as a business entity and we recently conducted our first factory trial in Mumbai. We are a small team comprising of designers and engineers, and are seeking a part- time, business development manager as well as product marketing associate, to drive customers and revenues for a young and innovative social venture. The ideal candidate is highly motivated by our mission.

1. Social Enterprise Business Development Manager

What are your responsibilities?

- Basic understanding of hybrid business models.
- Understanding product pricing for launching a new consumer good.
- Identify and analyze market challenges and opportunities. Research and develop strategic initiatives to address key barriers to entry and scaling.
- Investigate and develop a long term business model with the goal of self sustainability.
- Participate in raising start up philanthropic funding or other resources.
- Identify partnerships and collaborations with external stakeholders that will contribute to the success of the product and achievement of strategic goals.
- Participate with other team members in on-going product refinement.

Qualification

MBA, 1- 3 yrs related work experience

- Experience in creating and assessing business plans for investment, funds and programmes
- Experience with a startup social venture and/or in a consumer good industry is a plus.
- Strong business acumen; orientation toward achievement of goals. Entrepreneurial style with flexibility to meet team needs, with an enthusiasm for working in a fast-paced, dynamic organization.

Location

Part time. Work remotely. Salary commensurate with ability. We offer college credit. To apply, send us your cover letter and resume at info@soapen.com



Job Opportunities

2. Product Marketing Associate

What are your responsibilities?

- Drive the Creative & Media team and take responsibility for developing and implementing all marketing plans
- Execute specific marketing plans in collaboration with a variety of functional areas such as PR, Supply Chain, Commercial and Operations.
- Analyse and provide consumer, category, and brand information to support channel marketing and sales initiatives
- Lead insight gathering research into consumers and competitive category to secure knowledge that can be utilized to enhance and evolve the brand
- Leverage knowledge of business, category and brand marketing strategy into actionable marketing strategies and plans to deliver against the company's business objectives
- Develop annual plans and budgeting for the brand and monitor the expenditure
- Keep the team up-to-date with the latest trends in marketing
- Constantly ideate on new product promotion strategies

What are your key skills?

- Marketing Strategy
- Product Development
- Brand Communication
- Brand Marketing
- Commercial Operations

What are your qualifications?

- Work experience of 2 years and more
- Post graduate MBA/PGDM

Location

Mumbai
New York

To apply, send us your cover letter and resume at info@soapen.com