



Open Position:

National Marketing Manager, based in Bali

East Bali Cashews is searching for an experienced & energetic marketer to develop the company's national marketing department from the ground up. So far in the company's history, marketing and branding have taken a back seat to developing a world-class product. Now, it is time to switch gears and pursue the necessary marketing activities to support our rapid domestic expansion.

Your Responsibilities:

- Take the lead in developing EBC's Indonesian marketing efforts
- Create and implement a marketing strategy that will take EBC's domestic brand recognition & sales to the next level
- Identify, solidify, apply, live & preach EBC's brand identity
- Showcase your creativity in bringing EBC's story & products to connect with our target market
- Perform market & industry research to set the direction of your efforts
- Keep track of your efforts, manage your budget and measure the impact
- Grow the team, grow with EBC and enjoy the ride

Experience, skills & traits we're looking for:

- Min. 3-5 years' experience in marketing in F&B / CPG / retail environment
- Be Indonesian at heart. Call Indonesia your home.
- Showcase excellent interpersonal communication
- Flourish with autonomy & creative freedom
- Have a very creative and expressive mindset
- Be a great storyteller, and an even better writer
- Bring excellent attention to detail & problem-solving skills
- Test everything, assume nothing
- Embrace technology

If you're a driven, natural marketer that has been through similar successful adventures and are looking for a challenge in an energetic company that is doing things differently, this position is for you! Don't hesitate. Apply.

We can offer:

Competitive salary, THR, BPJS Kesehatan, BPJS Ketenagakerjaan, PPh21, and exciting challenges for an adventurous local-resident. Office location is in Sanur, Bali. Occasional travel to Jakarta & elsewhere will be required.



Company description. East Bali Cashews (EBC) is a young and innovative F&B company, with a cashew nut processing factory in remote Karangasem, one of the poorest regions in Bali, Indonesia. Founded in 2012, it combines sustainable and eco-friendly business practices with its mission of community improvement and women’s empowerment.

EBC capitalizes on the opportunity to process cashews domestically in Bali, rather than shipping the raw product overseas for processing as is currently the standard. The company’s focus lies on producing unique, healthy and sustainably sourced cashew snacks for the domestic and international retail market. Since its launch, the company has created 500+ jobs for the local community (85% of whom are women), raising the income of poor families and achieving measurable impact on education and health outcomes for the community.

EBC’s growth has been rapid and the products are now successfully being distributed to over 4000 stores in Indonesia, Australia, New Zealand, Germany, UK, Singapore, Hong Kong, Japan and the US. With 1000+ tons of cashews being processed per year and sales growth not foreseeing a slow-down, the journey has just begun.



To apply, please send your CV and motivation to: recruitment@eastbalicashews.com

In your application, please answer the following questions:

What is your favorite food brand? Why?

If you had to give one piece of constructive feedback about our brand, what would that be?