

The Fairtrade Foundation



Job Title: Commercial Director

Reports to: Deputy Executive Director

Staff reporting: Currently 4 Heads of team (Business & Product Management)

Based at: Third Floor, Ibex House, 42-47 Minories, London EC3N 1DY

Background

The Fairtrade Foundation is a passionate and ambitious development organisation committed to tackling poverty and injustice through trade. We are best known as the independent, not-for-profit body behind the FAIRTRADE Mark, a product label assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries secure a better deal.

We undertake our certification and product labelling work as the UK member of Fairtrade Labelling Organisations International (FLO), a global network of organisations working to common standards and verification systems. We are one of the largest and fastest growing of the 21 Labelling Initiatives in FLO, working with hundreds of companies on thousands of products that generated sales of £800m in 2009. FLO's membership also includes Producer Networks in Africa, Asia and Latin America/Caribbean, as co-owners alongside the Labelling Initiatives, and the Fairtrade Foundation is playing a leading role in enabling the Networks to play a larger role in the system.

The Foundation is also responsible for building public support for Fairtrade and for bringing together producers and consumers in a citizens' movement for change. The growing number of Fairtrade towns and cities, faith communities and schools and universities are a testament to the efforts of our grass-roots supporter networks.

In the UK, the Foundation employs over 100 staff across six distinct areas: Certification, Commercial Relations, Communications & Policy, Finance & Resources, Marketing and Producer Partnerships.

We are currently implementing our Tipping The Balance strategy (2008-12) to achieve a step change in the impact of our work on producers in developing countries by changing consumer behaviour and business practices in the UK.

Job purpose

The Commercial Director plays a key leadership role in the Foundation. You will have the opportunity to lead a large and talented group of people (see team organogram attached), with diverse skills and backgrounds. By building and developing relationships with new and existing commercial partners in the UK, the aim is to bring about behavioural change and eliminate trade injustice. Helping businesses move from compliance with the standards of Fairtrade – based on product certification and auditing – to full commitment to the principles is a major theme of our work.

You will lead on developing relationships with commercial licensees and potential partners and ensure delivery against the Foundation's ambitious commercial targets. You will also be a member of the Foundation's Senior Management Team and will contribute to the strategic direction of the organisation.

Working in a stimulating and challenging environment, you will be able to demonstrate that you are adept at engaging people at all levels and can deal with objections and find solutions. You will be aiming to convince very senior company officials, often Boards of Directors, Chief Executive Officers and Managing Directors of blue chip companies, to reconsider and potentially change their organisational behavior. You will enable them to build on their Corporate Social Responsibility strategies and to embed Fairtrade principles in their procurement methodologies.

Key tasks

1. To have lead responsibility for maximising the engagement of existing and potential licensees of the FAIRTRADE Mark, and of other commercial partners (including retailers, wholesalers/distributors, manufacturers, and importers), in order to help achieve the Foundation's Tipping the Balance strategy.
2. To lead personally on relations with commercial stakeholders at the highest level, through 1:1 meetings as well as representing the Foundation at key external events.
3. To be accountable for delivery of the organisational targets for Fairtrade UK sales and market share. This includes increasing opportunities for further products to existing clients and generating a vibrant flow of new business opportunities from your team.
4. To collaborate with others, particularly in the Producer Partnerships team, to formulate and deliver an integrated strategy for product and category management. To develop and communicate a clear vision for long-term relationships and sourcing strategies between the Foundation and commercial organizations. This will include active engagement in problem-solving and trade facilitation.
5. To lead and manage the Commercial Relations team, ensuring that staff are directed and supported in achieving agreed objectives and targets and that they function as one cohesive unit which you lead from the front. Thus the role combines sales expertise, people management, marketing flair and key account management.
6. To build and maintain strong partnerships with pioneering Fairtrade companies and other dedicated, non-commercial organisations and NGOs, in order to ensure the integrity of the FAIRTRADE Mark into the future, as Fairtrade becomes increasingly mainstream.
7. To ensure effective collaboration between the Commercial Relations team and other teams in the Foundation, especially on matters relating to communications and marketing activity, monitoring impact, increasing producer market access and product certification.
8. To ensure close collaboration between the commercial relations work of the Fairtrade Foundation and other organisations in the Fairtrade movement internationally (especially at FLO, other labelling initiatives and Producer Networks).
9. To lead the Commercial Relations team's input into the Foundation's annual and longer-term strategic planning and to work with the Senior Management Team on developing

this into work plans (with defined outcomes and performance indicators) and budgets for agreement with the Board of the Foundation.

10. Pivotal to the role is the ability to review current structures, processes and systems that support the entire sales function to ensure capacity to accommodate future growth.
11. To be an active member of the Foundation's Senior Management Team, providing regular reports on progress and developments and working with other Directors on organisational strategic planning and delivery.

Person specification

Essential

1. Experience of successful high-level relationship management resulting in sustainable long-term growth of activity, preferably in an FMCG sector.
2. Ability to manage a diverse portfolio of accounts and deal constructively with competing requirements.
3. Knowledge of the UK food/ non-food/ FMCG sectors.
4. A good understanding of international supply chains and their impact on poverty in developing countries.
5. Significant formal management experience, including responsibility for staff and budgets.
6. An effective leader and communicator with a track record of building successful teams and the inter-personal skills to support a collaborative approach to working with colleagues and external partners at all levels.
7. Excellent and demonstrable negotiation skills.
8. Excellence at influencing senior leaders, engaging a multi-stakeholder business on a national basis and setting an example to the charity of inspiring leadership.
9. Highly organised and results focused.
10. Strong written and oral communication skills.
11. A proven ability to think strategically and develop and implement complex multi-year plans.
12. Adept at lateral thinking.
13. Highly motivated and energetic.
14. Ability to balance a structured approach with a 'do it now' attitude.

Desirable

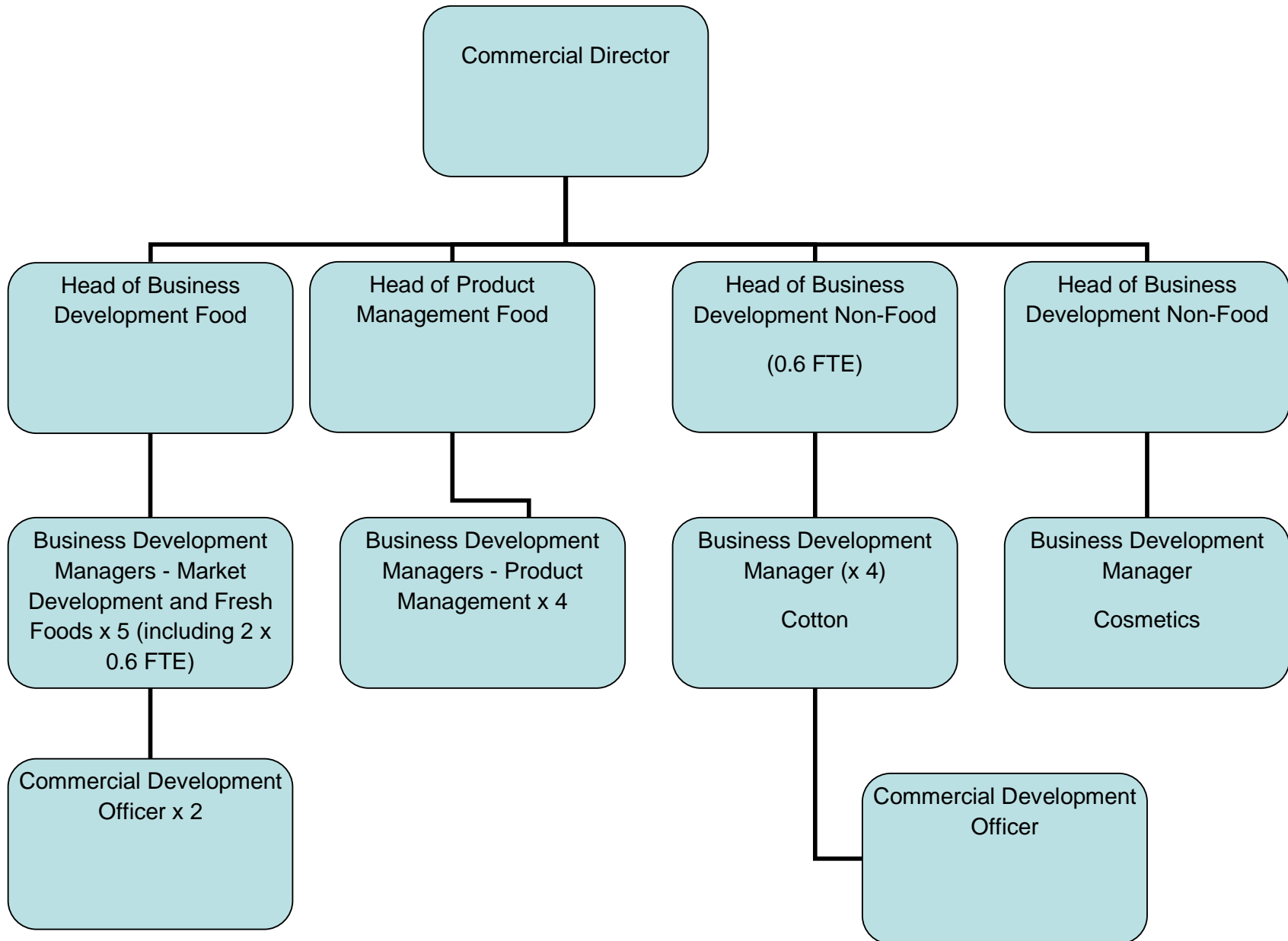
15. Experience of reporting at Board level.
16. Experience of living and working in a developing country.
17. Knowledge of and commitment to Fairtrade and international development issues.

Review arrangements

The details contained in the job description, particularly the principal accountabilities, reflect the content of the job at the date the job description was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the

general character of the duties or the level of responsibility entailed. Consequently, the Fairtrade Foundation will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Commercial Directorate Organogram



Terms and Conditions

Post:	Commercial Director
Location:	The Fairtrade Foundation, Ibex House, 42 – 47 Minories, London, EC3N 1DY or if required at another location or office to be able to carry out the duties of the post
Contract:	Permanent contract is offered after successful completion of probationary period
Visa requirements:	The Foundation does not currently have the ability to issue sponsorship certificates to individuals without the right to work in the UK
Salary:	£48,809 at first scale point within the band £48,809 - £55,266
Hours:	35 hours Monday to Friday, flexitime is worked around core hours of 10.30 to 16.00. Hours worked in agreement with your line manager. Overtime payments are not normally made although time off in lieu will normally be given where excess hours are worked Some travel may be involved in the UK and mainland Europe
Probation period:	All new appointments are subject to a probationary period of 6 months
Holidays:	The holiday leave year runs from 1 January - 31 December. Holiday entitlement for full-time employees is 25 days per annum, plus three days between Christmas and New Year (pro-rata for part-time employees) Holiday entitlement increases by five days after completion of 5 years continuous service by the beginning of the new Fairtrade Foundation leave year which runs from 1 January - 31 December
Pension:	Optional contributory pension scheme (sliding scale up to a maximum 6 - 10% by employer, dependent on employee contribution from 1% - 5%)
Health care:	Corporate cover via Benenden Health is available to all staff
Training:	All staff have access to appropriate training

Season ticket/Bike loan: An interest free season ticket or bike loan facility is available to all permanent staff

Home computers: An interest free loan to purchase home computers is available to all permanent staff

Childcare vouchers: The Fairtrade Foundation operates a childcare voucher salary sacrifice scheme whereby you can sacrifice some of your gross salary to buy vouchers for childcare. This can be financially valuable to you as you don't have to pay tax or National Insurance contributions on the value of the vouchers

Bike purchase scheme: This is similar to the childcare voucher salary sacrifice scheme above, which offers employees the opportunity to make savings in respect of income tax and national insurance contributions on the cost of purchasing a bicycle to ride to work

Healthy lifestyle: The Fairtrade Foundation will provide a basket of fresh and dried fruit at the office once a week

Access: There is step free access to our third floor offices by way of a passenger lift

Smoking policy: The Fairtrade Foundation has a non-smoking policy throughout the organisation

Equal Opportunities: The Fairtrade Foundation is an equal opportunities employer. We aim to ensure that no employee, job applicant, or volunteer receives less favourable treatment because of their colour, race, nationality or ethnic or national origins, class, sex, sexual orientation, age, religious beliefs, marital status, family situation or disability

Selection criteria and procedures will be regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. All employees will be given equal opportunity and access to training (within the limited funds available)

The Foundation is committed to making the policy effective and will bring it to the attention of all employees, applicants and volunteers. Anyone working with or for the Foundation is expected to abide by the spirit of this policy. A detailed implementation guide will be made available to anyone working for the Foundation in any capacity

Application Procedure

For more information please and an application form (CVs will not be accepted), please e-mail jobs@fairtrade.org.uk, or call 020 7405 5942.

Completed applications should be e-mailed to jobs@fairtrade.org.uk in Word or Rich Text Format or posted to:

Head of Human Resources

The Fairtrade Foundation

3rd Floor, Ibex House

42 – 47 Minories

London, EC3N 1DY

While we are happy to accept email applications we cannot be responsible for the quality of copy obtained.

The deadline for applications is **Monday 22 March 2010 (10am at the latest)**. Late applications will not be accepted.

First round interviews will be held on **Tuesday 13 April & Thursday 15 April 2010**.
Second round interviews will be held on **Monday 26 April 2010**.

If you have not heard from us by **Tuesday 13 March 2010**, then you have been unsuccessful on this occasion. We are sorry that we are unable to contact unsuccessful applicants due to the sheer volume of applications and limited resources.

However, thank you for your interest in working for the Fairtrade Foundation.