

The Fairtrade Foundation



Job Title: Temporary Commercial Marketing Manager
(Events and E-comms)
(Job share, 14 hours per week: 6 month contract)

Reports to: Head of Commercial Marketing

Staff reporting: None (occasional supervision of volunteers may be required)

Based at: 3rd Floor, Ibex House, 42-47 Minories, London EC3N 1DY

Salary band: **Band F (£31,167- £34,552 per annum)**

Date updated: **January 2012**

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 £1.17billion in 2010. 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 grassroots supporter networks.

In the UK, the Foundation employs 115 staff across distinct areas: Communications & Policy, Commercial Relations, Marketing, Producer Partnerships, Certification and Finance & Resources (including Fundraising, IT, human resources and administration).

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.

The Marketing Team at the Fairtrade Foundation

The team promotes the work of the Fairtrade Foundation to a wide range of external stakeholders and the general public. The team is responsible for increasing recognition of the FAIRTRADE Mark, generating broader awareness and support for Fairtrade, in order to stimulate Fairtrade sales in the UK. It is also responsible for communicating the need for Fairtrade, how the system works, and the impact for producers and workers. The team seeks to further mainstream Fairtrade in a way that puts the wider case for trade justice.

Purpose of Job

The postholder will plan and deliver best-in-class events and electronic communication targeted at the Foundation's commercial partners (customers) in order to build their sales and increase their commitment to FAIRTRADE.

Key tasks

- To lead the strategic process of setting objectives and developing content, style and format of Fairtrade Foundation business events, and then leading a project team in the subsequent organisation, implementation and evaluation of each event in line with the Commercial and Marketing agenda and the agreed budget. Examples of these events include: Commercial Conference (annual Foundation conference); networking events; product-specific round-table events.
- To research, plan and execute the Fairtrade Foundation's presence at key industry events, managing budgets to ensure value for money. These include trade shows; industry conferences or seminars.
- To lead the creation and maintenance of an annual e-comms plan for commercial partners across the Foundation's teams in order to deliver a co-ordinated, timely and effective communications plan targeted appropriately for different customers.
- To develop, and implement the commercial aspect of the Foundation's digital strategy. This includes owning commercial content / section of the Foundation's website; implementing social networking programmes with, and for, commercial partners.
- To develop and lead the implementation of regular, targeted updates to commercial partners about the latest Fairtrade marketing plans, product activities, market progress and news from across the Fairtrade movement (including campaigners, supporters and other international markets).

Person Specification

Job Title: Temporary Commercial Marketing Manager (Job Share)	
Band: F	
Education/ Training	<ul style="list-style-type: none"> ▪ Degree level qualification or comparable by experience. ▪ Formal marketing training and qualification or equivalent level of knowledge gained through experience (D)
Experience	<ul style="list-style-type: none"> ▪ Good marketing understanding. Specifically extensive event management experience ideally gained in the business-to-business sector ▪ Broad e-comms experience, covering website creation, social networking and creation of successful e-news updates ▪ Experience of managing project teams ▪ Strong leadership skills including the ability to manage internal and external stakeholders in the successful delivery of projects ▪ Demonstrable experience of both strategic event planning and project delivery, with a track record of delivering innovative content on time, within budget
Knowledge/ Technical Skills	<ul style="list-style-type: none"> • Excellent oral and written communications skills, including the writing of speaker briefs, creative briefs, and speaker presentations (E) • Demonstrable project management skills, with proven ability to co-ordinate the work of others in the delivery of projects. (E) • Good working knowledge of MS Office programmes (Word, Excel, Access, Outlook, Powerpoint). (E) • An understanding and experience of using social media in enhancing and amplifying marketing / e-comms ? (D) • Knowledge of and experience of using dotMailer bulk email system (D)
Competencies	<ul style="list-style-type: none"> • An organised, methodical approach to work and ability to juggle competing priorities. (E) • Ability to work on own initiative and adapt to rapidly changing environment. (E)
Personal skills / Behaviours	<ul style="list-style-type: none"> • A commitment to the vision and development of Fairtrade. (E) • Demonstrable interest in Fairtrade and international trade and development issues. (E) • A flexible and enthusiastic approach to work, the ability to operate as part of a team and a willingness to work occasional weekends or evenings. (E) • A self-starter with the ability to take the initiative

* E = Essential

D = Desirable

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.