

## POSITION DESCRIPTION

<b>TITLE</b>	Commercial Partnerships Manager
<b>RESPONSIBLE TO</b>	Director of Growth and Innovations ANZ
<b>DURATION</b>	Full Time Position
<b>HOURS</b>	5 DAYS (40 hours) a week
<b>LOCATION</b>	Melbourne

## THE ORGANISATION

Fairtrade Australia and New Zealand (ANZ) is a dynamic and enterprising poverty alleviation and development organisation which for 3 decades has been working to make trade fair. The Fairtrade global trading system is engineered for inclusive growth outcomes to enable all farmers and workers to have sustainable livelihoods, thus the freedom to decide their own futures. We are best known as the independent, not-for-profit body behind the Fairtrade Mark, which is the most recognised & trusted ethical label in the world.

Fairtrade ANZ is governed by a Board of Directors and is a member of Fairtrade International, a global network of producers and workers in 75 countries who are half owners & Fairtrade products are sold in 125 countries. Transforming trade to create a fair future with social justice and respect for the dignity of every person is at the core of Fairtrade's approach. That starts with paying fair prices and pushing for decent livelihoods for all farmers and workers and working systemically to ensure that supply chains are sustainable and transparent.

The global Fairtrade network includes farmer and worker cooperatives in Africa, Asia-Pacific and Latin America/Caribbean. As co-owners of the global Fairtrade system, worth over \$15 million USD in annual retail sales of 11,000 products; small producers occupy half the global board and General Assembly where all critical strategic, financial and risk decisions are taken. In Fairtrade, small producers and workers not only own the coffee or cotton they produce – but they own the only globally scaled comprehensive trading system engineered to make trade fair for everyone.

We are a global system that supports companies to act faster and transparently, farmers and workers to benefit more, and consumers to act directly to support producers to create a fair & sustainable future.

In 2021, Fairtrade International and Fairtrade ANZ embarked on an ambitious new five-year strategy to empower consumers and businesses to choose fair.

## THE TEAM

The FANZ Growth and Innovation team is responsible for building relationships with Australian and New Zealand companies and organizations to create market demand in order to grow the volume of Fairtrade Certified products.

### Fairtrade Australia & New Zealand

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The team, led by the Director of Growth and Innovations based in Australia, works together to develop product and market specific strategies based on market insights, relevant knowledge of key commodities, the supply chains and its key players.

## THE OPPORTUNITY

The Commercial Partnerships Manager ANZ manages business development activities in Australia and New Zealand for specific commodities, manages key client accounts, coordinates activities across the wider commercial team and plays an active role in the Senior Management Team.

This position reports to the Growth and Innovations Director ANZ and works closely with all Producer Support, Certification & Licensing and Advocacy team in Australia and New Zealand. Some travel within Australia, New Zealand and occasional internationally is required in the role subject to covid safe circumstances.

### Key Tasks and Responsibilities

- Assisting to shape the Fairtrade Australia commercial strategy as a member of the Business Development team.
- Develop, implement and manage overarching commercial strategy and product / key account plans for Australia and New Zealand with financial and sales targets, objectives and deliverables. Lead Business Development activity and coordinate commercial activities across wider team, participate as an active member of the ANZ leadership team.
- Collaborate with Marketing and Community Engagement Team on key marketing and awareness campaigns and focused storytelling campaigns, including liaising with external content producers as required.
- As part of the BD team, being accountable for and report quarterly to the CEO and Board on progress against targets, objectives, deliverables and expenditure against budgets.
- Personally manage key client accounts
- Liaise with counterparts within Fairtrade International as and when needed to further the shared objectives of FI and Fairtrade ANZ
- Project management and reporting, with BD team and other teams, on (government) funded projects.
- Represent Fairtrade ANZ at external events and forums as required.

### Skills requirements:

#### *Technical Knowledge and Experience*

1. A bachelor's degree, preferably in marketing, economics, business or other relevant discipline, or demonstrated comparable work experience
2. At least 5 years management experience in a commercial environment.
3. Experience in Business Development, Account Management and / or Marketing

### *Professional Skills*

1. Strong networking skills internally and externally with key stakeholders. Ability to network with other parties interested in Fairtrade including other commercial businesses, NGOs, members of the public, academics and government.
2. New Business Development skills – organized and methodical in developing strategies to generate leads and deliver outcomes with commercial contacts
3. High level of leadership and proven ability in strategic planning and lateral thinking.
4. Excellent English written and oral communication skills.
5. Outstanding presentation skills
6. Sensitivity to understand and respond to the needs of different audiences
7. Strong relationship management skills
8. Strong time, project and event management skills
9. Demonstrated financial literacy and management skills

### *Personal Attributes*

1. An effective leader 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
2. Commitment to trade justice, social and environmental development
3. Able to speak expansively across many areas of Fairtrade's work and represent Fairtrade as a spokesperson.
4. Enthusiasm, flexibility, adaptability and willingness to take on a wide range of tasks.

***Fairtrade ANZ is committed to equal employment opportunity and embraces diversity and inclusion within its workforce. As such, people from diverse backgrounds are encouraged to apply. This includes, but is not limited to Aboriginal and Torres Strait Islander People, People with Disability, Women and People from Culturally and Linguistically Diverse backgrounds.***

- Please direct applications to: [info@fairtrade.com.au](mailto:info@fairtrade.com.au) that includes:
  - a covering letter with reference to stated competencies
  - an up-to-date resume