



FAIRTRADE
AUSTRALIA
NEW ZEALAND

POSITION DESCRIPTION

TITLE	COMMERCIAL GROWTH, INNOVATION & PARTNERSHIPS DIRECTOR
RESPONSIBLE TO	CEO
DURATION	Full time Ongoing
HOURS	5 DAYS / 40 HOURS A WEEK
LOCATION	Australia

THE ORGANISATION

Fairtrade Australia and New Zealand (ANZ) is a dynamic and enterprising poverty alleviation and development organization 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 recognized & 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 OPPORTUNITY

To support the Chief Executive Officer to ensure the Growth and Innovation pillar of the Strategy to 2025 is effectively implemented including to grow licensee volumes of Fairtrade products in companies, maintain existing licensee relationships and grow strategic partners.

Fairtrade Australia & New Zealand

Head Office
Level 3, 33 Lincoln Square South | Carlton | VIC 3053 |
Australia

Email info@fairtrade.com.au

Web www.fairtradeanz.org

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84c Hurstmere Road | Takapuna | Auckland 0740
New Zealand

Phone +64 9 920 4950 | **Email** info@fairtrade.org.nz

Web www.fairtrade.org.nz

NZBN 9429034668269

Key Tasks and Responsibilities

BUSINESS DEVELOPMENT

- Define, implement and manage overarching commercial strategy with financial and sales targets, objectives and deliverables
- Lead the Business Development ANZ team and coordinate the commercial activities, including product / key account strategy and plans, for ANZ
- Accountable for and report to the CEO on progress against targets, objectives, deliverables and expenditure against budgets.
- Line manage Business Development staff, set KPI's and work plans for the team, conduct team meetings, performance reviews and track progress of deliverables.
- manage key client accounts, developing strong commercial partnerships and anticipating and satisfying key client needs
- Ensure the impact of Fairtrade commercial commitments is clearly communicated to commercial partners, and onwards through their channels to consumers

ADVOCACY & COMMUNICATIONS

- Collaborate with CEO & Advocacy team on key marketing and awareness campaigns
- Work with appropriate staff and consultants to create all collateral and promotional materials including, but not limited to, brochures, promotion of programmatic projects, annual reports and partner facing communication pieces
- Liaise with Fairtrade International and global colleagues on the development of the Fairtrade brand and marks over time to secure long term strategic growth
- Engage with the media to grow the positive reputation of Fairtrade ANZ, ensuring our status as a 'go to' voice for journalists on issues of ethical trade
- Oversee all digital channels, maximizing exposure, engagement and positive reputation of Fairtrade ANZ

STRATEGIC PARTNERSHIP

- Shape Fairtrade ANZ's strategy as a key member of the Senior Management Team
- Liaise with counterparts within Fairtrade International as and when needed to further the shared objectives of FI and Fairtrade ANZ
- Owns the organizational competitive strategy, anticipating challenge and opportunities for collaboration and taking appropriate action

Skills requirements:

Technical Knowledge and Experience

- Bachelor's degree, preferably marketing, economics, business or other relevant discipline, or demonstrated comparable work experience
- Experience in Business Development, Account Management and / or Marketing
- Experience of managing government relations, of a corporate or not for profit organization

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Professional Skills

- 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.
- organized and methodical in developing strategies to generate leads and deliver outcomes with commercial contacts
- High level of leadership and proven ability in strategic planning and lateral thinking.
- A proven ability to think strategically and develop and implement multi-year plans
- Ability to manage a diverse portfolio of accounts and multiple projects at any one time
- A good understanding of international supply chains and their impact on poverty in developing countries
- Knowledge of global brand company operations and major retailer operations
- Excellent and demonstrable negotiation skills
- Highly organized and results focused
- Excellent English written and oral communication skills.
- Outstanding presentation skills
- Sensitivity to understand and respond to the needs of different audiences
- Excellent brand management skills
- Strong relationship management skills
- Strong time, project and event management skills
- Demonstrated financial literacy and management skills
- Experience in managing teams remotely
- Demonstrable experience in delivering results, cost-effectively, through external agencies

Personal Attributes

- 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
- Commitment to trade justice, social and environmental development
- Able to speak expansively across many areas of Fairtrade's work and represent Fairtrade as a spokesperson
- 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 that includes:
- a covering letter with reference to stated competencies
 - an up-to-date resume

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