



**Do you have a passion for making a difference
in the lives of producers in Africa and the
Middle East? We are looking for you!**

Join us - Commercial Director

16.04.19



ABOUT US

Fairtrade Africa (FTA) is the umbrella network organization representing Fairtrade certified producers and workers in Africa. It has four (4) regional networks – Eastern Africa; Southern Africa; West Africa; and Middle East and North Africa. Established in 2005, FTA aims to effectively represent producers and workers within the International Fairtrade System and provide services to them that contribute to the improvement of their livelihoods. The FTA Board directs policy and strategic development of the organization.

FTA Secretariat is located in Nairobi where the operations are in the hands of the FTA Senior Leadership Team (FTA-SLT). In enabling the members to have a strong voice in the governance, strategy and the overall direction of the Fairtrade movement in Africa, the FTA-SLT has the responsibility for directing and managing all FTA resources including employees. The FTA-SLT has the overall responsibility of strategy development and operational implementation. The Commercial Director is expected to be an active member of this team.

FAIRTRADE AFRICA PURPOSE: To improve the socio-economic conditions of African producers through increased access to better trading conditions.

ABOUT THE JOB

The position is responsible for all commercial facing activities for FTA's service offerings to members, ensuring that all related functions are aligned to meet FTA's strategic objectives. Working as part of the Senior Leadership Team (SLT), the Commercial Director will lead the FTA functional efforts to optimize sales of our members' commodities under Fairtrade terms and to assist them in capturing additional value from the respective supply chains. Responsible for drafting, implementing and evaluating cross-functional strategies that will enable FTA members' commercial efforts on the ground and work as one with other parts of the Fairtrade International system to optimize the value captured for our farmers and workers.

TEAM: Senior Leadership Team

LOCATION: Nairobi, Kenya

REPORTING LINES:

- **Post holder reports to:** Executive Director
- **Staff reporting to this post:** Product Managers

SCALE LEVEL: Director

BUDGET RESPONSIBILITY: Yes

DUTIES & RESPONSIBILITIES

Producer Support Strategy and Implementation

- In charge of development and implementation of FTA commercial strategy
- Lead in market research and analysis
- Liaise with existing customers and stakeholders (i.e. Producers) and FTA staff to understand their needs to accelerate growth
- Acquisition of new customers and stakeholders (regionally, intra Africa and globally); including building and maintaining profitable partnerships
- Support producers to meet customer needs e.g. value addition, product diversification
- Develop and implement integrated marketing ,communication , media and engagement plans to create producers visibility and growth
- Monitor performances of commercial activities by using KPI's and reporting
- In charge of setting financial goals and budget development including monitoring
- Manage producer relations to create greater collaboration
- Collaborate with diverse teams within FTA and FT Asia and Latin America to learn from each other and identify business potential

General Management

- Agree on roles, responsibilities and objectives of direct reports
- Plan, coordinate and execute the annual operational plan for the programmes function
- Support the development and review individual annual work plans of team members.
- Carry out regular one on ones, bi-annual appraisals with programme staff
- Provide technical support, guidance and development for team members
- Plan, coordinate and execute the annual budgeting process for the regions
- Provide technical support, guidance and development of team members.
- Promote a culture of high performance and improvement

SKILLS & EXPERIENCE REQUIRED

- A degree in marketing, trade or business administration from a globally recognized university
- 8+ years of senior commercial or marketing leadership working with large retailers or brands, with export agencies or with commercial associations
- Proven and demonstrable experience in sales and/or marketing and managing relationships with key stakeholders and clients
- A good understanding of relevant commercial and value chain experience working in both developed and developing markets across multiple countries and cultures;
- Experience in the delivery of strong campaigns with measurable results
- In-depth understanding of market research methods and analysis
- Marketing experience in the NGO or commercial sector with a broad understanding of global trade and international development
- Experience in developing marketing plans, media and engagement strategies and measuring results.
- Exceptional capacity for connecting and facilitating within a multi-stakeholder organisations
- Solid experience of leading change management programmes, in the commercial and trade sectors, with the ability to influence and lead people and organisations across a wide network, without direct line management
- Proven and demonstrable successful sales/pursuing business opportunities and experience with commodities and value chains across different African and Middle Eastern countries and regions.
- A proven track record for achieving ambitious goals with a bottom-line orientation; evidence of the ability to make good decisions based on analysis, experience and judgement.
- The ability to influence and build consensus with member organizations and shape strategic and policy direction
- Broad experience with the full range of business functions and systems, including strategic development and planning, budgeting, finance, commercial and marketing.
- An understanding and passion for Fairtrade and Sustainably sourced products will be an added advantage

Skill and Knowledge Desired:

- Excellent leadership and management skills.
- Experience of line management and performance management.
- Exceptional relationship management and networking skills.
- Good at influencing and negotiating.
- Able to work in a multi-cultural environment

- Exceptional communication skills – verbal and written
- The ability to work independently in a high-pressured environment with conflicting demands.
- Experience in engaging and influencing external stakeholders at a senior level.
- Experience in budget management and operational planning.

HOW TO APPLY

APPLICATION DEADLINE: 30th April 2019

An application form (CVs will not be accepted) can be found on the jobs and volunteering page of our website <http://www.fairtradeafrica.net/about-us/jobs-and-volunteering/> Completed applications should be **saved in the applicant's name**, and the position **Commercial Director**. All applicants should state how they meet essential requirements of the post and include their email address, telephone contacts and three referees with contact details on the application form and email to recruitments@fairtradeafrica.net. If you have any queries, please call +254202721930 and ask to speak to a member of the HR team. Qualified applicants will be subjected to background checks as condition of employment.