



Job Title: Fair Trade B2B Coffee sales and marketing

Job summary

This is a new post suited to somebody passionate about contributing to social and environmental justice and supporting local businesses. There are two posts with the same job description but one, based in Glasgow, will focus on Scotland and the other, based around Exeter area, on the South West.

Successful applicants will work with two experienced colleague pme in Glasgow and one in Sidmouth to:

1. Identify, contact and convince independent coffee roasters to join a new B2B fair trade coffee initiative and trial coffees coming directly from cooperatives in Uganda and Rwanda.
2. Use social media posts to tell the story, showcase and promote the roasters and independent cafes selling this coffee
3. Connect with Fairtrade Towns groups to identify and campaign with local ethical, social and fair trade businesses, raising consumer awareness of the B2B coffee available in their town.

This post is a combination of

1. Home/remote working
2. Face-to-face meetings
3. Visits to roasters and Fairtrade groups.

Applicants will acquire useful skills for future jobs: digital marketing, marketing and sales, winning new customers, collaborating with others, expert coffee knowledge, customer relations.

It is our firm intention to retain Kickstart employees who excel after the six months.

Essential skills, experience and qualifications

The successful applicant will be:

- Sociable, warm and engaging personality
- Passionate about social and environmental causes
- Interested in working in business
- Confident enough to speak to strangers (in person or on the phone) and make a connection
- Knowledge of core computing programmes: (word/excel/ppt) or equivalent
- Fluent in use of social media like Instagram, facebook, twitter
- Self-Organised about dates, times, timekeeping.

With training and mentoring we would expect the applicant to:

- Use google maps to create our customer database
- Enter data accurately into the maps and our administration system
- Meet targets set for reaching out and contacting roasters and fairtrade groups
- Create social media content
- Understand where coffee comes from, coffee farmers' work, role in the supply chain and their lives; plus how coffee is roasted and why fair trade is important
- Convey all key sales and marketing messages in a positive and convincing way
- Keep records of time, calls, expenses and meetings in an orderly manner.

Working Hours per week

Each post is for 25 hours a week

The work will follow this pattern

1. 4 hours (9-1pm) for sales, marketing and work meetings each day (weekdays)
2. Full days for out-of-home/out-of-office visits to customers, cafes, FT groups and coffee training and promotional events.
3. Some events or visits may be held at weekends, or evenings.

Hourly rate of pay

Glasgow Area rate: £9.50

South West Area rate: £8.91

Place of Work

Combination of home working, office sessions and travel to coffee roasters and fairtrade towns.

Employability support

Each employee will receive training to learn:

- how to take available information on coffee cooperatives, turning it into digital conversations
- about the coffee business, how coffee is roasted, where it comes from, from information about the coffee coops in the B2B and visits to roasters and formal coffee training by them
- customer engagement and sales: through confidence building practice using role-plays, scripted conversations, using facts and figures about the B2B initiative
- to research and log possible business contacts, including google mapping

It is our intention to retain Kickstart employees who make a success of their role. If this is not possible, each employee will be advised as the assignment progresses on their strengths, how to capture their training and experiences in a new CV, and supported to identify the kinds of companies that will value their new skills and practice for interviews. Detailed references will be provided.

Closing Date for Applications is 15/08/21

Applicants should email a letter explaining why they like the sound of this job and what makes them a good candidate and a CV showing what they have studied, and what other activities they have been involved in.

Email application to to ross.isdale@sftf.org.uk and PTiffen@ollema.net

Applications should be logged with Kickstart: kickstart.grantapprovalteam@dwf.gov.uk

For more information on getting a job through Kickstart see: <https://jobhelp.campaign.gov.uk/kickstart/>