



COMMERCIAL MANAGER VACANCY IN CAPE TOWN

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.

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

ABOUT THE JOB

To plan, coordinate and implement market access and penetration strategies, offer advocacy and resource mobilization support, implement awareness campaigning and interface with various governmental and global stakeholders for all Fairtrade products. To optimize sales channels for producer commodities under Fairtrade terms whilst increasing volume and producer impact in the medium and long term.

LOCATION: South Africa, Cape Town

REPORTING LINES:

Post holder reports to: Technical: Commercial Director

Administrative: Head of Region – Southern Africa Region

Staff reporting to this post: None

BUDGET RESPONSIBILITY: Yes

DUTIES & RESPONSIBILITIES

Key Performance Areas

Market Access Management

- Develop the route to market strategy aligned to the commercial strategy to optimize market forces. This includes the north and south markets
- Continuously explore opportunities for expanding coverage into new geographical areas and sales channels of all Fairtrade products
- Map out on a continues basis all producer market opportunities for Fairtrade products and actively match the markets to the products for onward communication with the producer networks
- Track sales using provided platforms

- Promote Fairtrade products to the target audience through strong linkages
- Ensure effective communication with relevant stakeholders in a structured manner.
- Provide support during resource mobilization project proposal writing opportunities.
- Develop weekly, monthly, quarterly & annual business reports / plans, in conjunction with the Commercial Director.
- Budget Management. Optimize the budget with smart spending. Track, control, evaluates all spending.

Key Account & Stakeholder Management

- Develop a key account management strategy with up-to-date joint business plans for each account
- Develop and execute customer retention strategies
- Strategic management of key stakeholders' relationships like Product Managers, National Fairtrade Organizations, buyers, government agencies and donors across the globe.
- Collaborate with programme teams to understand and offer business capacity support.
- Engage with buyers, providing product specific data to shape the implementation of the market access strategy
- Through the programme teams, ensure producer participation in market access and strategy forums, product trade fairs and exhibitions.
- Represent Fairtrade Africa at buyer meetings within the Fairtrade network, attending relevant conferences as required.
- Product quality profiling for different market segments

Customer / Trade Marketing

- Develop customer marketing plans aligned to the commercial strategy
- Ensure retail in-store branding is executed as documented in the customer marketing plans
- Collaborate with the Marketing Manager to execute consumer communication.
- Facilitate and coordinate trade fairs and buyers' field visits.

Supply Chain Management

- Understanding Fairtrade standards and enforce adherence in the supply value chain
- In collaboration with the program team, determine market demand of Fairtrade's product from Africa for input in product availability and supply strategies.
- Forecast the products demand against planned supply in conjunction with programs team
- Maintain a rolling forecast dashboard with relevant updates, variations and re-forecasting notes

SKILLS REQUIRED

KEY PERFORMANCE INDICATORS

- Increase in Fairtrade sales at Fairtrade terms
- Key accounts and stakeholders' evaluation score
- Promotional evaluation
- Sales forecast fulfilment

KNOWLEDGE, EXPERIENCE AND SKILLS:

Qualifications

- A Bachelor's degree in Business Management or a related field.

Professional Qualifications

- Project management will be an added advantage

Experience and Knowledge

- At least 5 years' experience of sale portfolio management
- Experience of route to market strategy development and execution.
- Key account and stakeholders' relationship management experience
- Understanding of market research methods and analysis
- Experience in working in a matrix organization

Skills and competencies

- Demonstrated financial and project management skills
- Strong conceptual and negotiation skills

APPLICATION DEADLINE is 22nd March 2024

Interested candidates must send a motivation letter highlighting your suitability to the role and an updated CV with contact details of three work-related referees to **MaraisButton & Associates**.

Email: annelie@maraisbutton.co.za

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED.