



FAIRTRADE AUSTRALIA AND NEW ZEALAND

JOB DESCRIPTION

TITLE:	INTERIM BUSINESS DEVELOPMENT MANAGER AUSTRALIA
RESPONSIBLE TO:	BUSINESS DEVELOPMENT DIRECTOR
DURATION:	6 Month Contract, Full Time Position
HOURS:	5 days (38 hours) per week
LOCATION:	Melbourne, Australia

BACKGROUND:

Fairtrade is a dynamic international organisation that links disadvantaged producers in developing countries with businesses and consumers through international trade. Fairtrade Australia and New Zealand (FANZ) works to grow demand for certified products in both domestic market to support the sustainable development of producing communities. We are best known as the independent, not-for-profit body behind the Fairtrade Mark, a product label assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries to access markets and secure a better deal. The Fairtrade Mark is the most well-known and trusted ethical mark in the world.

THE TEAM

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

The team, led by the Business Development Director 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.

[Fairtrade Australia & New Zealand](#)

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Fairtrade Australia & New Zealand. ABN 98 114 571 881



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THE ROLE:

The Business Development Manager is responsible for getting businesses engaged with Fairtrade. They work with them to increase sales of Fairtrade certified products, with integrity, and encouraging a deeper commitment to the products already available, making sure consumers see the FAIRTRADE Mark and by introducing new product areas.

The Business Development Manager is primarily responsible for account management of a portfolio of commercial partners and relationship management with external industry stakeholders as appropriate. They are part of the ANZ Business Development team of 5 - comprising 3 staff in Australia and 2 in New Zealand, all with distinct but complementary roles.

This position reports to the Business Development Director and works closely with the Certification & Licensing and Marketing and Community teams in Australia and New Zealand. Some travel within Australia (and possibly New Zealand) and occasional international travel is required in the role.

PRIMARY RESPONSIBILITIES:

- Assisting to shape the Fairtrade Australia commercial strategy as a member of the Business Development team.
- Develop, implement and manage product and key account plans that link up commercial partner needs with our impact goals. This includes setting annual targets, objectives and deliverables with the Business Development Team and reporting progress against these.
- Build and maintain strong partnerships with both current and potential Fairtrade companies and other dedicated, non-commercial organisations and NGOs, in order to ensure the integrity of the FAIRTRADE Mark into the future, as Fairtrade becomes increasingly main stream.
- Be a positive and influential member of the BD team supporting achieving agreed objectives and targets and assisting their capacity to function as one cohesive unit.
- Liaise with counterparts within Fairtrade International as and when needed to further the shared objectives of FI and Fairtrade ANZ
- Ensure effective collaboration between the BD team and other teams in Fairtrade ANZ in delivering value and service to business partners and impact to producers where appropriate to the role and need.
- Respond in a timely and appropriate manner to business requests, both internally and externally in regard to information and support.
- Represent Fairtrade ANZ at external events and forums as required.

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COMPETENCIES:

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.
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. A good understanding of international supply chains and their impact on poverty in developing countries
5. Knowledge of global brand company operations and major retailer operations
6. Excellent and demonstrable negotiation skills
7. Excellent English written and oral communication skills. Outstanding presentation skills
8. Sensitivity to understand and respond to the needs of different audiences
9. Strong relationship management skills
10. Ability to manage a diverse portfolio of accounts and multiple projects at any one time
11. Strong time, project and event management skills

Personal Attributes

1. Be an engaging and open member of the BD team, keen to collaborate and interact positively with colleagues and external stakeholders alike.
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.

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