



JOB DESCRIPTION:

Marketing Executive

May 2015

Roles & Responsibilities

Reports to: Marketing Controller

Reports: N/A.

Location: Zetland House, 5-25 Scrutton Street, LONDON EC2A 4HJ

Commitment: Full-time, permanent

CAFÉDIRECT

- Cafédirect is the UK's largest 100% Fairtrade hot drinks company – 100% of our products are 100% Fairtrade
- Over the last three years Cafédirect has won 15 Great Taste Awards
- In the UK, 12 people every second drink a cup of Cafédirect and do their bit to support a better way to do business
- A fair price is not enough. We also give growers a share of our profit, over 50% to date. This is over and above Fairtrade
- Cafédirect doesn't buy through trades or off a Fairtrade register. It buys directly from growers to give them the full price for their crop
- Cafédirect works with 39 producer organisations from 13 countries and positively impacts the lives of more than 1.8 million people
- Growers play a key role in every aspect of Cafédirect, from governance to product design. They have shares in the company and sit on the Board

MISSION - We champion the work and passion of smallholder growers, delivering great tasting hot drinks to improve livelihoods, whilst pioneering new better ways of doing business

VISION - A rebalanced world which celebrates business as a force for good and measures success in the shared wellbeing of the communities it touches

BUSINESS SUCCESS MEASURES - Cafédirect has developed and works to its own Gold Standard, consistently setting the bar for ethical business leadership. We measure our success in terms of our social and environmental return as well as financial performance, setting transparent targets to track our delivery against our mission.

For more information see www.cafedirect.co.uk

OVERALL JOB PURPOSE

To provide support to the Marketing Team, in particular to the Communications Manager and the E-Commerce Manager. Assist with the implementation of marketing strategies and plans, including the E-commerce platform.

ROLES & RESPONSIBILITIES

Communications

- Take responsibility for social media community management across Facebook, Twitter, Instagram, You Tube etc.
- Production of any branded collateral to support Communications, Brand & E-Commerce Manager – in-house design where possible or briefing agencies to deliver –including Foodservice brochure & ad hoc requests.
- Management and point of contact for the branded assets library.
- Support the day to day upkeep of Cafédirect website

E-commerce

- Work with E-Commerce Manager & internal team to deliver best-in-class customer service for E-Commerce platform including responding to member questions, issues and feedback via email, twitter and Facebook, in a way that makes the member feel great about the coffee discovery club experience.
- Act as first point of contact for Consumer Service enquiries (including by email, via website feedback forms, telephone and letter) and action or forward as appropriate for action. Highlight any trends or issues to relevant member of staff as soon as possible
- Develop and execute the monthly coffee club leaflet, from design to body copy writing to finalization.

General Support

- Support the Brand Manager with new product launches and Foodservice channel strategy and plan.
- Work with sales team to help with trade events to ensure that the Cafédirect brand is represented in a consistent and on-brand way.
- Support the Cafédirect team –e.g. sales with ad hoc brand or design requests.
- Support the organization of marketing events– including e-commerce specific events.
- Support the Communications Manager in the implementation of the PR plan.

PERSON SPECIFICATION

Essential Skills & Knowledge

- Preferably university degree
- Fantastic communicator both verbal and written
- Customer (external and internal) focus with understanding of needs and circumstances and responding in a timely way
- Understanding of creativity and design
- Works well under pressure, well organized and rigorous
- Preferably experience of design softwares (i.e. Adobe Illustrator, Adobe Indesign....)
- Very good knowledge of Microsoft Office (Excel, Powerpoint, ...)
- Excellent interpersonal skills

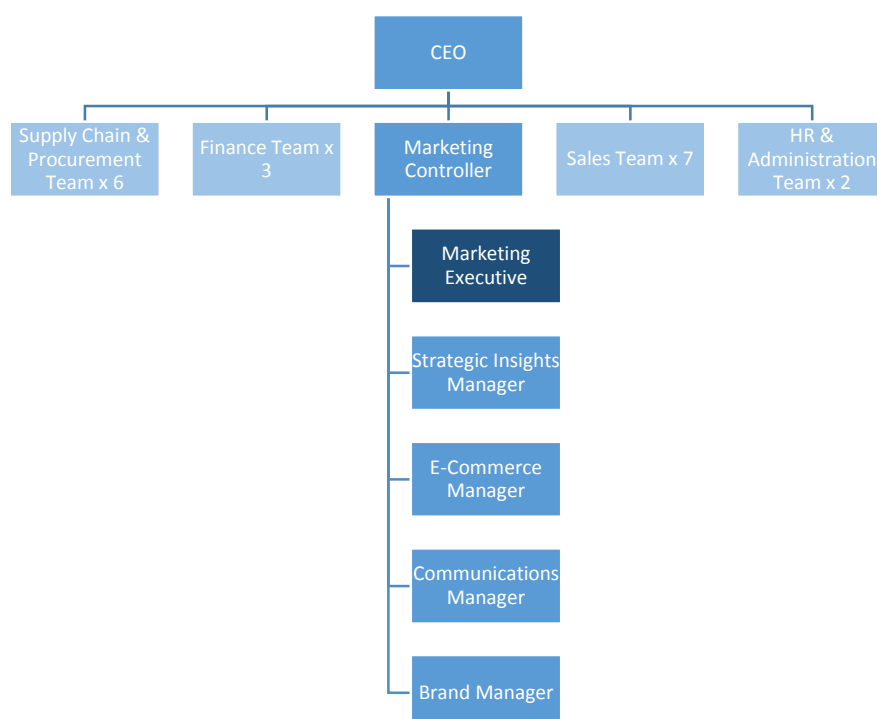
Personal Qualities

- Hands-on and proactive approach
- Flexibility to adapt quickly to changing circumstances.

- Curious in nature and always looking to question, learn, and look for better ways to do things
- Relish working in a small company with a diverse and fast paced environment
- Passionate about food and drink, bringing curiosity & creativity in how to engage with and communicate to consumers in the hot beverage sector
- Passionate about the role that Cafédirect can play in empowering small-scale growers and positively influencing “conventional business” via The Gold Standard
- Personable, fun, team oriented

CAFÉDIRECT BEHAVIOURS

- **Curious** - - We are eager to question, know and learn
- **Challenging** - we question ourselves and others to find a better way
- **Brave** - we fight for what we believe in
- **Optimistic** - we believe in our ability to succeed
- **Dynamic** - we make change happen
- **Innovative** - we are forward thinking and original



A note about Job Descriptions at Cafédirect

Our Job Descriptions are not intended to be a complete detailed account of all activities. We're a small business operating in a fast-moving and competitive global environment and so we need employees to be flexible about their Roles and Responsibilities.

Job descriptions are reviewed at least once a year as part of the Performance Review.