



**Position title:** Business Leader - Food

**Reports to:** Chief Operating Officer (COO)

**Shop for Change Fair Trade**, a not-for-profit social enterprise, is India's first and only fair trade label – an on-product mark of assurance that small farmers get a fairer deal and the environment is cared for. 80% of India's farmers are small and are exploited by middlemen, barely earning INR 2500 p.m. Shop for Change certifies small farmer groups against its fair trade standards and then connects them directly to retailers / brands or even consumers, thus ensuring a win-win proposition for all.

Cotton is the first fair trade certified product where we have partnered with leading brands such as *Shoppers Stop, ColorPlus and Anita Dongre*. This year Shop for Change is working with six food farmer groups across India and has successfully tapped the corporate gifting market to start with by enabling farmer groups to sell over 11,000 food hampers. *Aditya Birla Group, Thomas Cook, DHL, Axis Mutual Fund, Hexaware, and Etihad Airways*, among others, bought these to gift to their employees/customers. Luxury hotels like *Four Seasons* have also come on board. Shop for Change is in parallel working towards building a consumer movement for fair trade and has been extensively covered in mainstream media (<http://shopforchange.in/media.htm>). Please visit [www.shopforchange.in](http://www.shopforchange.in) for more information.

### **The position**

The incumbent will manage Shop for Change's entry into one or more channels (B2B or B2C) for food products (***e.g. online B2C retail, hotels, conventional retail, exhibitions, packaged food***) end-to-end. This will start with making an entry strategy based on field research (both demand and supply side). This will be followed by setting up and strengthening supply chains, aggressively acquiring clients, managing relationships, facilitating smooth transactions between farmer organisations and buyers, and working with in-house and outside specialists to create industry awareness and consumer demand.

### **Job responsibilities**

#### *Entry Strategy for 'food' segment*

- Do a market segmentation and sizing study
- Analyse the demand potential for various segments / products and the 'market readiness' of the supply chain (i.e. farmer groups) to formulate an entry strategy

#### *Set up the supply chain*

- Assess thoroughly the extent of readiness and sustainability of producer groups that will be prospectively certified by Shop for Change
- Co-ordinate certification of 'market ready' producer groups (with certification team / external auditor) on Shop for Change Fair Trade standards

#### *Sales and account management*

- Develop sales targets to acquire new clients
- Sign on new clients from target list
- Oversee client management, including ensuring ongoing sourcing

#### *Marketing*

- Plan pre-sales activities (e.g. participate in industry events) to build the Shop for Change brand and create interest among target B2B or B2C market segments
- Develop consumer marketing strategies, including point of sale materials, store manager training, launch events, promotional materials, etc.

### **Desired candidate profile**

- MBA / CA preferred (not a must)
- Prior experience in managing the sales function independently with targets (must)
- Prior experience of working in one or more specific channels for food products (preferred)
- Hands-on (able to manage the role independently without a team)
- Self-starter (able to perform effectively with minimal supervision)

*Interested candidates may send a covering letter and an updated resume to [jobs@shopforchange.in](mailto:jobs@shopforchange.in) (mention the position applied for in the subject line).*