



Job Opening at The Alternative Coffee Company **Full Time Coffee Sales and Marketing Manager**

Job Title: Coffee Sales and Marketing Manager

We want to hire a person to take on the Alternative Coffee Co sales and marketing enthusiastically and incrementally grow our independent roaster network and the volumes of specialty green coffee we are able to bring in from six partnered cooperatives (3 in Uganda and 3 in Rwanda) for this vibrant and amazing sector across the UK.

Introduction - Who we are

The Alternative Coffee Co was established by a partnership between Ollema Fairer Farming Ventures and the Scottish Fair Trade Forum in 2021 to create a new kind of purchasing and relationship opportunity for independent, artisan and micro roasters around the UK to connect with, and buy specialty coffee from small holder farmer cooperatives. Our role is green bean wholesaler, and roaster-café support group, aiming to get genuine and motivating people and planet stories the farmers can relate through to the end consumer/coffee lovers.

What we want to achieve: We want to build a network and community of roasters who even if they regularly buy only a few bags can do so in a collaborative manner, giving farmers predictability and enabling Ollema to order growing and economic volumes to ship. In this way, we can hold stock for these roasters to draw down over the crop year.

Current Operations: There are two managers, one near Exeter (South West) and one in Glasgow (Scotland). We have a small team: a Finance Manager in London, a mix of paid staff and volunteers based in Scotland, the South West and the South East. Modest sales have started. There is expressed interest in joining the initiative in Wales and Greater London.

Marketing and Sales Assets: independent roaster listings, directories and database (with some of the independent cafes they sell to), we have a [website](#) and Instagram, coffee producer profiles, coffee quality reports, and coffee in stock to sale for prompt or forward delivery held at a major coffee warehouse in Norfolk. All resources, training materials, presentations, photos and other assets are accessible on a team Dropbox. We have a client record system (CRM) and a samples dispatch system.

Mission:

Build up a network of independent roasters across the UK who regularly buy and roast our specialty green coffees sourced from smallholder specialty coffee cooperatives in Rwanda and Uganda.

Manage the sales, administration and delivery process to each independent roaster, building engagement and loyalty to our initiative. Offer excellent customer service and build long-term relationships.

Encourage cost effective collaborations between local roasters e.g. on joint deliveries, sample roasting

Tasks, activities and work profile:

1. Identify and contact independent, artisan and small-scale coffee roasters
2. Introduce the company and its mission; Present the green coffee range and the USP
3. Manage and see through the escalation of leads and contacts provided by other team members through to sale and/or support team members to clinch/make sales.
4. Keep profiles and logs of each roaster relationship
5. Understand their business strengths and weaknesses
6. Discuss and define how the company can best support the coffee roasters, or their customers (Cafes/shops etc) to provide pull through.
7. Attend coffee events and grow the visibility recognition of the company and its brand/values and high quality becoming a regular feature/voice in the independent coffee sector

8. Develop forecasts and delivery plans
9. Produce PR and marketing collateral (photos, social media, community discussion etc)
10. Contribute to press outreach.

Skills and attributes:

This job will suit a person who

- Likes social/environmental business
- Likes to get to know people and build long-term relationships
- Appreciates the story and mission of the company
- Loves coffee, coffee shop culture, independent business community/social enterprises and ethical/fair trade
- Is positive person, and can sell worthwhile and high-quality products.

Essential Experience

The successful person will be able to

- Demonstrate relevant selling experience (at least one year)
- Show they pay full attention to detail
- Take pride in their results
- Show they are organised and have mastered all basic tools needed
 - Excel and other common programmes
 - Client record keeping systems
 - Dropbox
- Show they are a personable and engaging personality who can interact with customers.
- Build and work with a coordinated team of staff and volunteers.
- Drive and hold a full, clean license.

Location:

The two managers of The Alternative Coffee Company are based in Glasgow and Exeter. We do not mind where your base is in the UK. You must have the right to work in the UK.

You would need to have a home-office set up or make an agreement to work at a like-minded social or fair trade enterprise in your area. We will pay you or your host an allowance for this each month.

This job will require regular travel around the UK. You do not need to own a car. We would set up a hire/lease arrangement for your travel, coffee events and roaster visits.

We estimate there are more than 800 independent roasters in the UK. Our expectation is that you would build the business with independent roasters in your immediate region, and schedule each month at least two 2-4 days regional trips to visit roasters in other regions. With the remaining time, you would be constantly preparing new leads, generating new schedules and appointments, discussing options with roasters, promoting the company at online or in-person coffee related events, following up contacts and customers by phone/zoom etc.

Duration, Probation and Termination:

Duration: we want to provide the successful candidate with the assurance that they have everything to go for despite the difficult times we live in. This contract is for permanent employment.

Probation: six months, with periodic monitoring/reviews.

Reporting to:

We will hold weekly planning meetings on Monday

You will send weekly outcome reports to Pauline (Ollema) and Kiera (SFTF) on Fridays.

Prepare a 'Monthly targets achieved' report against plans.

Salary + Pension

You will work for The Alternative Coffee Co.

You will be employed by Ollema Ltd which is the company that hosts and supports The Alternative Coffee Co.

Ollema has a staff pension in place.

We will pay a base salary of £35,000 pa and an awards system for results achieved. This could be monetary bonuses and/or overseas travel to visit coffee farmers.

Awards Objectives

1. Full roaster profile and contact -with or without a purchase
2. Sale, repeat sale
3. Pre-order/Letter or email intent
4. Expressions of Firm Interest/Forecasts of 145 bags (half a container)
5. Multi-delivery sale: 2 bags now, 2 bags 3 months later 2 bags end of the year
6. Participation in our Roaster-Farmer Meetings

To apply:

Please send your cv and a covering letter, outlining why you like the sound of this job and what is your most relevant sales and marketing experience and what you achieved there to:

Pauline Tiffen PTiffen@ollema.net

Kiera Wilkins kiera.wilkins@sftf.org.uk

Closing Date: 26th August

Interviews: Week beginning 29th August

Job Start: September onwards.

End.