FAIRTRADE
INTERNATIONAL

JOB DESCRIPTION

TITLE:	Director of Brand and Communication
DIVISION / TEAM	Brand and Communication unit
REPORTS TO:	Chief Operating Officer

OVERVIEW:

Fairtrade International (FLO) unites the producer-, market- and business-facing activities within the Fairtrade Labelling system. FLO eV develops the Fairtrade Standards; promotes the empowerment of Fairtrade-certified producers by supporting them in gaining and maintaining Fairtrade Certification and capitalizing on market opportunities; and facilitates global Fairtrade markets, to optimise benefits for producers.

OBJECTIVE/PURPOSE:

The Brand and Communication is a new unit created as a merger of the Communication and Market Development units to achieve greater synergies between the functions. The unit focuses on media relations and communication services, digital and new media, coordination of marketing activities, marketing research, and brand and intellectual property management. The team will drive the Fairtrade message, style and brand forward with innovative and active approaches.

The Director of Brand and Communication is responsible for facilitating the delivery of Fairtrade international's strategic goals through –

- planning and implementing Fairtrade International's brand and communication strategies and programs or projects
- overseeing the implementation of all communication and brad materials and services for Fairtrade International
- directing the efforts of the team
- coordinating at strategic and tactical levels with the other functions within Fairtrade International and the Fairtrade System
- Delivering hands on in the area of brand and communication as needed

PRINCIPAL ROLES AND RESPONSIBILITIES:

- <u>Manage an effective and motivated team</u>
  - Develop and manage an effective and motivated team
  - Recruit, train, appraise, supervise, support, develop and guide personnel

- <u>Brand, Communications and Marketing coordination</u>
  - Ensure articulation of Fairtrade International's desired brand image and position, assure consistent communication of image and position throughout FLO, and assure communication of image and position to internal and external constituencies
  - Ensuring all communication and marketing efforts are in line with vision, mission, ambition and brand strategy
  - Oversee the production of all print and electronic materials such as brochures, annual report, website

Fairtrade International (FLO)
Bonner Talweg 177 | 53129 Bonn | Germany
Phone +49 (0) 228-949 23 | Fax +49 (0) 228-242 17-13
E-Mail info@fairtrade.net | www.fairtrade.net

Fairtrade Labelling Organizations International e.V. German Register of Associations, No. VR 7795

- Oversee and guide media activities, such as the development of joint media strategies and oversee media risk management with national Labelling Initiatives (LIs) and Producer Networks and ensuring appropriate response to media requests
- Oversee and guide marketing and promotion activities in Fairtrade, including, as needed, coordination between LIs and within non-LI territories
- Ensure that relevant FLO units are supported in their communication and brand needs
- Ensure processes are in place and followed
- Overseeing the implementation of intellectual property strategy through trademark management, domain name registrations, and risk management
- Oversee and supervise appropriate use of Fairtrade intellectual property
- Oversee market research and ensure full use of market and other research

- <u>Planning and budgeting</u>
  - Responsible for the achievement of the unit's mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress
  - Develop short- and long-term plans and budgets for the unit's activities, monitor progress, assure adherence and evaluate delivery
  - Stay informed of developments in the fields of brand, communications, marketing and marketing research, social marketing, new media and ethical /fair trade, not-for-profit management and governance and the specific business of Fairtrade International. Use this information to inform strategy and actions in the area of Communications and Brand.

- Ensure good coordination and high service level to Fairtrade International's members and other external and internal customers

SKILLS REQUIRED:

<u>Level of education</u>
- University Degree or comparable qualifications

<u>Knowledge / Job Specific Competencies:</u>
- Over 7 years professional experience in communication and brand management
- Strong knowledge of marketing and media relations
- Experience in social marketing and non-commercial communications and brand management (is desirable).
- Professional experience managing and supporting staff
- Experience in the management of complex, multi-stakeholder projects and achieving goals on time and to budget
- Excellent communication skills
- Ability to lead and motivate change management
- Languages:
  - Fluency in English
  - Proficiency in German, Spanish or French is desirable

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Personal Qualities

- Demonstrable ability to drive forward work on own initiative;
- Good understanding of and commitment to the work of Fairtrade;
- Diplomatic style to drive collaboration in a multi-stakeholder environment;
- Experience in multi-cultural professional environments;
- Demonstrable ability to motivate and enthuse others;
- Service- and goal-oriented style
- Innovative and proactive personality

TERMS AND CONDITIONS:

- This is a full-time executive position and is based in the FLO office in Bonn, Germany
- The working language is English
- Start date: 1.8. 2011 or 1.9.2011

APPLICATIONS:

Applications, in the form of a letter of motivation and Curriculum Vitae, should be submitted via e-mail to applications@fairtrade.net, citing *Director of Brand and Communication* in the subject field. The deadline for completed applications is **30 May 2011**

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