



**Cultivate is recruiting a  
RETAIL AND MARKETING MANAGER**

**Location:** Oxford

**Start Date:** June 2014 (negotiable)

**Salary:** Negotiable

**Contract:** Fixed term 12 month contract initially, with possibility of extension

Part time, 3-4 days a week (up to 28 hours) Hours to be negotiated around Cultivate's operations and your availability.

**Overview of the organisation**

Cultivate is a co-operative not-for-profit social enterprise owned and managed by local people, with a mission to be a catalyst for growth in Oxfordshire's local food economy. We run a mobile shop - the VegVan - selling fresh, local, seasonal fruit and vegetables. We operate our own 10-acre market garden and engage the public through regular farm volunteer days, forums, conferences and events. We work with other small-scale local producers to develop routes to market for their produce. Our vision is for 10% of Oxford's food to come from local sources, compared to less than 1% today.

**Overview of the role**

Cultivate is launching an online marketplace for local food to complement our existing VegVan stops and farmers' markets. Our vision is for this web-based order and delivery service to reach customers not currently using farmers' markets and box schemes, capitalising on the huge unmet demand for local and sustainable food in Oxfordshire. We are recruiting a new team member to support and develop key aspects of this exciting project as well as our existing VegVan operations.

As this is a project under development we are looking for a flexible team player with a positive attitude, an entrepreneurial, creative spirit, and a good sense of humour. This is a varied job and we are committed to tailoring it to the successful applicant's skillset and career development goals, as well as to Cultivate's needs.

The Marketing and Retail Manager will be integrated into Cultivate's Management Team, shaping the future of this young and innovative social enterprise. Training and support will be provided.

**Role Description**

**Marketing**

- Co-design and implement an original and creative marketing strategy for online shop
- Review and enhance existing marketing activity for the VegVan

**Online shop development**



- Create unique and exciting content including supplier and product information
- With the rest of the team, formulate efficient workflows for processing orders

### **Logistics**

- With the rest of the team, create efficient pack house routines for storing produce, packing and dispatching orders

### **General Duties**

- With the rest of the team, assist with tasks required to launch and run the online shop successfully and maintain existing operations. This will include the collection, packing and delivery of orders, maintaining and developing relations with our suppliers and customers.

### **Person Specification**

The successful applicant will have skills and experience in:

#### **Essential criteria**

- (Online) sales and/or marketing
- Relationship/stakeholder development and management
- Project management

#### **Desirable criteria**

- Working in a start-up context
- Local food and sustainability
- Logistics management

Because of the nature of the job, the successful applicant must also be:

- A confident, safe driver, with a full, clean licence
- An excellent communicator, with fluent spoken and written English
- Physically fit, willing and able to hands-on work
- Willing to work some non-standard hours, subject to negotiation
- Flexible, positive, resilient in the face of setbacks, and driven to do the best job possible!

### **Application Process**

Please submit a CV and cover letter, detailing how you meet the person specification, by email to [info@cultivateoxford.org](mailto:info@cultivateoxford.org).

The deadline for applications is 5pm on Wednesday 4<sup>th</sup> June 2014.

Interviews will be held on Wednesday 11<sup>th</sup> June 2014.

Applicants will be scored against how they meet the above criteria. Highest scoring applicants will be invited to an interview.

Cultivate is committed to Equal Opportunity principles and practices in all of our activities, including in recruitment.