

## VACANCY ANNOUNCEMENT EFTA MANAGER

### **About EFTA**

EFTA (European Fair Trade Association) is an association of nine Fair Trade importers / retailers in eight European countries (Austria, Belgium, France, Germany, Italy, Spain, Switzerland and the United Kingdom).

EFTA was established in 1987 by some of the oldest and largest Fair Trade importers. It is based in the Netherlands and has Dutch Articles of Association.

The aim of EFTA is to support its members in their work and to encourage them to cooperate and coordinate. It facilitates the exchange of information and networking; it creates conditions for labour division; it identifies areas of coordination and cooperation such as joint projects, research and systems to facilitate fair trading with suppliers.

### **Some figures**

In 2014/2015 (financial year ending in the period from July 2014 up to June 2015), EFTA members achieved a combined turnover, on the basis of retail-figure calculations, of more than 184 million €. The largest EFTA members are GEPA in Germany (68 million) and CTM Altromercato in Italy (32 million). A large part of the sales are achieved via the traditional channels of World Shops and via supermarkets.

Combined, EFTA members trade with around 350 suppliers. Most food products come from Latin America. Important product groups are coffee, chocolate and tea. The majority of non-food products come from Asia. Some examples of product groups are home decoration, kitchen utensils, jewellery and scarves.

In total, EFTA members currently employ the equivalent of 485 full-time employees.

### **Job purpose**

In the past 29 years, EFTA created a solid foundation for more intensive cooperation and for developing new ventures. Going forwards, the main aim is now to provide the support to make each of the EFTA members' business models more efficient and robust by introducing new initiatives. For this "New EFTA" we are looking for a new manager.

The EFTA manager will work with the members to maximise synergies across commonly held interests. They will coordinate effort and input in the areas of: common suppliers of raw materials, common industrial processors, common packaging material, common range of products, joint new developments, etc.

## **Tasks**

### 1. Stimulate trading between members

*The EFTA manager will be responsible for the facilitation of trade and supply chain efficiency among members by:*

- *initiating and supporting meetings of purchase and marketing teams*
- *gathering product development projects of each EFTA member and facilitating common use of these projects*
- *exchanging information about market demands of each member*
- *being proactive in product exchange between organisations*
- *setting up formal commitment of each member to work on the improvement of efficiency in the supply chain*
- *facilitation of common sources of raw materials*
- *facilitation of common/larger orders to co-packers*
- *other appropriate initiatives, as agreed.*

### 2. Develop EFTA common brand

*The EFTA manager will be responsible for the development of the joint brand for a number of products offered by different EFTA members, including:*

- *agreement on product criteria*
- *design of brand, logo and packaging*
- *contracts re use of joint brand between EFTA and its members*
- *providing marketing guidelines*

### 3. Sharing and Learning

*The EFTA manager will facilitate the exchange of experiences and new developments among members, especially in the areas of Food products, Handicraft products, Monitoring of Fair Trade criteria and general management. In this regard the EFTA manager will evaluate the use and importance of the existing working groups and give guidance on the orientation of each group, the frequency and format of the meetings and the contents of the meetings with the aim of maximizing the opportunities of "sharing and learning" among members.*

## **Team**

The EFTA manager – backed by lead managers of the EFTA members – will work with the teams of the different members (marketing, purchasing, new developments, etc.) developing proposals to improve efficiency in the supply chain. The EFTA manager will report to the CEOs of the member organisations.

## **Desired qualifications**

The EFTA Manager will have:

- degree in economics, marketing, MBA or similar
- proven marketing track record in fmcg
- background in product development of food products
- an understanding of food processing and international supply chain management
- profound understanding of Fair Trade & Organic
- excellent English language skills and possibly other languages
- a willingness to travel visiting EFTA members in Europe

## **Desired Competences**

- excellent communication skills
- strong leadership to inspire members
- strategic vision to identify opportunities
- ability to work collaboratively with the teams of the EFTA members
- high influencing, negotiation and facilitation skills
- passion for Fair Trade and social causes

## **Job details**

- location: The EFTA office will move from Schin op Geul in the Netherlands to another location, depending on where the new manager is living. Ideally the office should be close to one of the EFTA members
- reports to: EFTA Board, consisting of the CEOs of EFTA members
- hours of work: fulltime, flexible
- remuneration: competitive and based upon experiences and qualifications
- you will work alone in the office, but be supported by the Executive Committee and various task forces

## **Application**

Applications should be submitted to [efta@antenna.nl](mailto:efta@antenna.nl) **before August 15, 2016**.

You should submit your CV and covering letter which explains in no more than 500 words why you want to be the new EFTA manager and what makes you the ideal candidate for the role. You will receive a confirmation of receipt.