



Home of Fair Trade  
Enterprises

## JOB: Branding and Marketing Manager (WFTO)

The World Fair Trade Organization (WFTO), the Home of Fair Trade Enterprises, seeks an experienced, branding and marketing manager to open broader markets for their members worldwide. This position offers a unique opportunity to support alternative businesses, in their efforts to produce in a green and social way and find consumers that love to purchase sustainability.

### Core responsibilities

- Analyze the WFTO brand positioning and insights on potential retailers and consumers
- Translate our vision and mission on Fair Trade Enterprises (FTE) into branding and marketing messages
- Develop plans and go-to-market strategies in close cooperation with the members of the WFTO Task Force on marketing strategies and the movement building strategies
- Align the FTE movement and the members worldwide around the brand's direction, choices and tactics
- Work in close cooperation with the communication and membership teams
- Measure and report progress of our marketing and branding campaigns

### Desired experience, expertise and leadership traits

The Branding and Marketing Manager should be able to work in an environment with a wide variety of members (producers and retailers) from diverse countries and cultures with divergent perspectives on issues of marketing and branding. Having sensitivity for cultural differences and varying regional markets is a must.

The successful candidate will have at least 5 years of branding and marketing management in the ethical, social driven or sustainable markets. An understanding in how we can position ourselves in the conventional market under the Fair Trade principles is a plus. Having worked in an international context is an advantage.

The position requires fluency in English (verbal and written), and preferably knowledge of a second language like Spanish or French.

The Branding and Marketing Manager should have demonstrated a commitment to Fair Trade or similar values through their actions during their working career, and significant cross-cultural experience, preferably in an international context.

### Proven skills and background of the Branding and Marketing Manager

- Proven ability to develop brand and marketing strategies in the ethical businesses
- Experience in identifying target audiences and devising effective campaigns
- Excellent understanding of the ethical marketing and preferably linking it with movement building
- Strong analytical skills partnered with a creative mind
- Data-driven thinking and an affinity for numbers
- Outstanding communication skills
- Up-to-date with latest trends and ethical branding and marketing best practices
- Degree in branding and marketing or a related field

## The Organization WFTO

The WFTO is a 30 year old membership association of more than 400 committed Fair Trade Enterprises and advocacy organizations located in more than 70 countries. The WFTO and its members are dedicated to reducing poverty and not destroying the environment by doing business according to the 10 internationally agreed fair trade principles.

The WFTO delivers a variety of services to its members while educating consumers about fair trade and advocating for the adoption of fair trade by relevant international and local governmental authorities.

WFTO members participate in a Guarantee System that verifies their practices through self-assessments, peer reviews and regular external audits that they operate according to fair trade principles.

The organization's members are divided into five regions (Europe, Africa and the Middle East, Asia, Latin America, and Pacific), each with its own regional leadership, and in some cases, staff.

The WFTO is legally registered in the Netherlands with its Secretariat located in the city of Culemborg.

## Governance structure

The organization is governed by an 8 member board of directors and President, each of whom is elected for a 4 year term and subject to re-election for a second term. The President chairs the Board of Directors.

The board and staff work together to a multi-year strategic plan which is approved by the membership. They also develop an annual budget and work plan which is approved by the membership and executed by the staff.

The staff is led by the Chief Executive, and the organization is divided in the GS-team, a communication- and a projects-team. They work all closely together. The Branding and Marketing Manager reports directly to the CE.

## Location

Candidates should be willing to work at the Culemborg Secretariat but work part time remotely is allowed.

## Benefits

Includes 5 weeks of paid annual vacation, observation with pay of all recognized Dutch Legal Holidays, pension plan, and commuting expenses (as appropriate). Annual salary will be based on skills/experience and will be between 35k and 45k for full time appointment (36 hours).

For information about the World Fair Trade Organization, visit our website [www.wfto.com](http://www.wfto.com).

## Application and deadline

To apply please send a letter of recommendation and cv via email no later than Friday 24 of June 2022 to: World Fair Trade Organization Personnel Task Force c/o [CE@wfto.com](mailto:CE@wfto.com)