

# Volunteer Role Profile



Volunteer Role	<b>New Business Volunteer</b>
Volunteer Manager	<b>Partnership Manager</b>
Where you will be based	<b>Home</b>

## Why we want you

Fairtrade is a movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers. Fairtrade is a global movement with a strong and active presence in the UK, represented by the Fairtrade Foundation. The international Fairtrade system (of which the Fairtrade Foundation is a member) works on behalf of farmers and workers to drive sustainable livelihoods, empower producers and workers, and make trade fair.

The Commercial Partnerships Team works with consumer-facing brands and retailers to support them with their Fairtrade commitments. Some of these partners include Greggs, Starbucks, Waitrose and Ben & Jerrys. The team is made up of four channels; Hot Beverages, Cocoa, Retail and FMCG (Fast Moving Consumer Goods). This volunteer position will primarily be supporting the Hot Beverages Channel.

Ideally we are looking for a volunteer for 0.5-1 day a week for at least 3 months. The role can be undertaken in the office or remotely. This arrangement is not intended to be legally binding or to create a contract.

## What you will be doing

- Researching existing commitments from major out of home operators.
- Researching areas of: ready to drink, workplaces and out of home.
- Researching upcoming events, for contact attendance and speaking opportunities.
- Scoping the feasibility to engage with potential partners based on pre-identified criteria.
- Contact mapping and lead generation.
- Initiating contact with cold lead if of interest.

## The skills you need

- Excellent research and analysis skills.
- Customer relationship management.

## What's in it for you

- A good understanding of Fairtrade's position in the Out of Home sector.



- Key new business processes; research, lead generation.
- How Fairtrade implements a new business strategy.
- Why Fairtrade is unique and how it compares to other certifications.
- Learning more broadly how Fairtrade as a movement operates
- Networking and social opportunities
- Career development support
- We refund travel expenses to and from office (maximum £15 per day, preferably off peak) on production of a receipt or ticket and actual expenses incurred for lunch to the value of £5 on production of receipts, if volunteering in the office for more than four hours a day or over the lunch period.