



March 2010

COMMUNICATIONS VOLUNTEER

Roles & Responsibilities

- Reports to:** Marketing Communications Manager
- Reports:** None
- Location:** Zetland House, 5-25 Scrutton Street, London, EC2A 4HJ
- Commitment:** Minimum 3 days per week, minimum 3 months

CAFÉDIRECT

"The exciting thing about many of these businesses, such as Cafédirect or Divine Chocolate, is that they are reinventing the business rules." Jonathan Bland, CEO, Social Enterprise Coalition.

Our mission is to change lives and build communities through inspirational, sustainable business. We focus our social and economic impact in the developing world.

We have been pioneers in ethical business since we were founded in 1991 – Cafédirect is the innovative result of Oxfam, Equal Exchange, Traidcraft, and Twin Trading's decision to bypass the conventional market and buy coffee direct from disadvantaged growers in developing countries. Since 2000 alone we have invested more than £3.3 million of our profits directly into the businesses and communities of our Growers, and paid more than £13 million over and above market prices for our raw materials.

We began trading three years before the Fairtrade Foundation mark was first used in the UK and we were the first coffee brand to carry the mark. We are the UK's largest 100% Fairtrade hot drinks company, with a turnover of £22.3m (2008) and 35% share of UK Fairtrade tea and coffee sales. Cafédirect doesn't just buy from growers; we develop long-term partnerships with them. We work with over 250,000 coffee, tea, and cocoa growers in 39 registered Fairtrade grower organisations across 13 countries in Africa, Latin America, and Asia.

Cafédirect's business model is innovative; Growers hold shares in the company, sit on the Board and have a say in how the business is run. We are committed to bringing quality to life in every sense, so as well as paying a higher price to Growers we also reinvest part of our profits into Growers' businesses. Over the last 5 years, we have invested more than 50% of our operating profit into tailor-made training and development programmes. This enables Growers to strengthen their organisations and take control of their lives.

Pioneering grower initiatives, and connecting Growers and Consumers, for more than 17 years, Cafédirect has consistently setting the bar for ethical business leadership. In a report issued by Millward Brown in 2007, UK consumers voted us the most recommended brand in the nation in a survey of 2,000 companies.

Our brands are stocked in most of the major supermarkets in the UK, as well as independent retailers and whole food stores, and we have an impressive growing profile in the UK out-of-home sector.

For more information see www.cafedirect.co.uk

OVERALL JOB PURPOSE

To assist the Communications team to implement strategic and effective 'below the line' marketing campaigns.

ROLES & RESPONSIBILITIES

Support Grassroots and Experiential Activity with implementing grassroots campaigns including:

- Liaising with suppliers for quotes and to coordinate supplier logistics
- Coordinating with networks and fulfilling requests for grassroots activation kits
- Managing follow up with brand ambassadors for grassroots activity feedback, including photos, blogs and sign ups to the Friends of Cafédirect database
- Coordinate volunteers for events including liaising with HR department to get Volunteer Agreements signed and kept on file

Maintain Information Library

- Input photos, quotes and stories as they come in
- Respond in a timely manner to internal and external requests for images, corporate logos, quotes and stories. Gather background information and supplying to relevant department where necessary

Support Social Media and Digital Activity

- Assist with monthly 'Friends of Cafédirect' newsletter including writing copy and sourcing images
- Add new members to database, updating details and coordinating FOCD requests
- Write guest blogs as requested
- Check company and product descriptions, photos and copy on external websites to ensure that its current and correct

Press Office Support

- Liaise with competition winners, manage prize sourcing and mailouts

Team-wide tasks

- Budget administration including creating and logging Purchase Orders and Invoices

PERSON SPECIFICATION

Skills & Knowledge

- Attention to detail
- Adaptability – able to work in a fast-moving environment
- Superb written communication skills
- Excellent organizational and time management skills - may have to juggle a number of different tasks at the same time

- Familiarity with social networking
- Experience in using Photoshop/formatting
- Experience of website maintenance
- Spanish Speaker (desirable)

Personal Qualities

- Passionate about Cafédirect ethos
- Outgoing and sociable with good interpersonal skills
- A team player
- Flexible approach

APPLICATION PROCESS

Applications should consist of full curriculum vitae along with a covering letter explaining why you are interested in this volunteer position. Please state the approximate date you would like to start voluntary work, the days you are available and how long you expect to be available for.

A note about volunteering with Cafédirect

For this position we are asking for a minimum commitment of 3 days per week for 3 months. Cafédirect plc will reimburse for travel and lunch expenses incurred in the course of business subject to approval in advance from your supervisor and following the company's usual expenses procedure, including producing receipts.

A note about Job Descriptions at Cafédirect

Our Job Descriptions are not intended to be a complete detailed account of all activities. We're a small business operating in a fast-moving and competitive global environment and so we need volunteers to be flexible about their Roles and Responsibilities.