



JOB PROFILE

JOB TITLE: SENIOR TRADER AND MARKETER, LONDON

INTRODUCTION

Twin is a development through trade NGO working with 33 producer organisations representing 300,000 coffee, cocoa and nut smallholders in 17 countries across Latin America, Africa and Asia. Our coffee company, Twin Trading, works to access value-added markets for our producer partners and offers quality coffee with development impact.

We unlock the power of trade to strengthen producer organisations and deliver social justice, economic development and environmental sustainability for smallholder farmers. We are engaged throughout the value chain to balance producer support with creating market demand, building partnerships that deliver sustainable, scalable and meaningful change.

MAIN PURPOSE OF THE JOB

- To promote POs' coffees in international coffee markets
- To build PO's capacity to operate in international markets
- To develop strategic relationships/long term partnerships with key accounts
- To trade coffees from POs to TT's customers
- To ensure effective management of key aspects of TT's business

POSITION IN ORGANISATION

Reports to: Head of Trading and Marketing

Manages: Line manages team personnel as agreed with HoTM

Has support from: Members of Programmes team, Logistics and Certification Officer, Coffee Quality Officer



DIMENSIONS & LIMITS OF AUTHORITY

- Staff management: as above.
- Confirmation of Trading contracts, including Futures and Options management

RESPONSIBILITIES AND ACCOUNTABILITIES

Marketing management

- PO lead for designated POs (specific list updated periodically)
- Supporting POs where PO lead as appropriate¹
- Provide information on global market profiles and developments
- Understand the PO, its capacities and needs, and where collaboration on Programmes and marketing support could be beneficial (esp. for new or less developed PO relationships)
- Advise and collaborate on development and execution of marketing strategies, including annual cycle of review, planning and monitoring (as resources, esp JMI/Programme funding allow)
- Assist to identify, contact and develop business with buyers (JMI/Programmes)
- Advise and train POs on coffee quality analysis and control, including cupping (Programmes)
- Advise on Price Risk Management and assist to develop PRM strategies (Level dependent on resources)
- Collaborate with Twin Information and Communications manager, PO and programme teams to collect and disseminate marketing information
- Accompany, represent and promote POs, both remotely and in person (trade fairs, visits to buyers, buyer visits to POs)
- Nurture relationships with buyers by phone, email, samples, visits (JMI/Programmes)
- Accompany buyers to understand PO realities, to develop relationships with POs, and to understand and potentially engage with PPP work
- Participate in coffee quality evaluation/cupping sessions with POs, members of the Twin team and with buyers

Trading business

Management of key business operations:

¹ Dependent on level of engagement between Twin and PO



- Responsibility for execution of key operations, and working with other key staff (finance team) ensuring compliance with Twin policies and procedures by the team.
- Work with HoTM and other key staff to ensure policies and procedures are updated/improved as needed.
- Responsibility for key operations overseen by the other STM when they are absent.

Customers and contracts

- Customer lead for key accounts: specific list updated periodically
- Responsible for volumes traded per customer
- Back up for other STM customers
- Agree terms of offers with POs, prepare costings and make offers, confirm business, execute contract PRM, track PO/customer follow-up with Logistics and Cupping Room personnel
- Confirm business and issue contracts negotiated by US based Marketer, and execute associated PRM.

Project management

Where PO lead:

- Collaborate with Twin Programmes team and HoTM to define marketing components of projects
- Agree project market component work plan with HoTM, undertake/coordinate and report to Programmes team on activities undertaken.

Strategy

Where PO lead

- Lead on marketing strategy for POs and countries where hold PO lead responsibilities

Where buyer lead

- Set the strategy and vision and articulate plans for individual key accounts, liaising with the PPP team where needed
- Input into commodity/regional strategies.

Internal management

Key role in conjunction to train and mentor Trading and Marketing Managers in order to build their skills and experience to the point where they are equipped to eventually take on STM roles.



Other

Other activities as agreed with HoTM

PERSON SPECIFICATION

- Identification with Twin's mission, commitment to Twin's values, and interest to work closely with coffee producer organisations (POs)
- Excellent Knowledge of high value coffee international coffee markets, especially for specialty and certified coffees
- Experience in managing international coffee value chains from PO to importers and roaster including contracts and logistics.
- Ability to analyse and manage trading risks.
- Ability to identify and develop market opportunities of interest to Twin and POs.
- Ability to develop excellent relationships across an international team, and with coffee producers and buyers
- Advanced coffee cupping experience, preferably to Q grader level
- Fluency in English essential; knowledge of French would be highly desirable as well as good knowledge of Spanish
- Ability and willingness to travel regularly overseas

PACKAGE

Salary: Between £38,306 and £47,378 per annum depending on experience

Hours: 35 hours/week

Location: London, Twin office

PROCESS

Send your most recent CV and an expression of interest specifying why you are suitable for the role (Cover letter) to jobs@twin.org.uk by 09:00 GMT on Wednesday 25th January. Please indicate the job title in the email subject. Interviews will be held in the week of 30th January.