

Appointment of Business Development Lead (25 hours per week) to True Food Community Cooperative

True Food Community Cooperative is seeking to appoint a business development lead working 25 hours per week. The annual salary is £15,700

Interested applicants should complete the application form and submit this together with their cv and a letter of interest by 27 August 2020, by post or email, to:

Francis Jakeman,
The Chair of True Food,
True Food Community Cooperative.
61 Grove Road, Emmer Green,
Reading
RG4 8LJ

Email: chair@truefood.coop

Interviews will take place on 1 September 2020.

Interviews will last 30 minutes.

Applicants are encouraged to ask for an informal tour of the shop beforehand. Please ring, or text, Francis on 07899 922883.

1. True Food Community Cooperative
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I. True Food Community Cooperative

True Food began in 1999 as the True Food Club, a small group of people who came together to discuss how best they could source affordable organic food. Members pooled their resources to buy organic foods in bulk. Within two years the club was buying a wider range of goods and starting to operate as a market moving to the Rising Sun Arts Centre. Beginning in 2004 successful markets were held at community venues across Reading. **True Food** had established itself as a provider of affordable access to organic food and eco-friendly household goods to the communities of Reading. On 15th December 2004 **True Food** was formally registered as The True Food Community Cooperative Limited. In 2009 premises were found in Emmer Green, north Reading and the shop was opened. In 2014 **True Food** made a surplus without support from grant funding. The business is now financially healthy and secure.

The twenty year history of **True Food** has shown that it is possible to run a successful and viable business based on strong ethics and principles. We currently have around 100 cooperative members from across Reading and employ five members of staff - as well as the business development lead, two shop managers, a full-time buyer and a finance manager.

Our **mission** is to supply and promote affordable access to organic foods and ecologically sound products for all the people of our community without discrimination. We aim to promote community building and education around organic and ecologically sound foods and products.

With an annual turnover of £500,000, our **future plans** include

- expanding our range of food and household products with a special focus on environmentally-sound packaging including enhancing our refilling stations for food and other products.
- increasing our presence in the Reading area through outreach projects including education about organic and ethically sourced food and household products.
- developing partnerships with local community groups to widen the public's appeal and access to organic food
- building on our track record for winning local and national awards to make True Food recognised as a leading and pioneering retailer of organic food and products

The primary role of the new appointment is the development of our cooperative business based in the shop at Emmer Green which is open five days a week: Monday, Wednesday-Saturday from 10 am-6 pm.

You will benefit from working in a small committed team supporting an active and lively membership, a generous discount for your personal purchases in the shop, 28 days holiday per annum and an occupational pension scheme. The salary is reviewed annually. Staff training is provided.

This is a permanent appointment, subject to successful completion of a three-month probation period. The post is available immediately.

2. JOB DESCRIPTION July 2020
Business Development Lead 25 hrs
Job
To engage with the local community so as to promote awareness of True Food and its mission and to increase the customer base.
To get to know our members, helping them to identify and act on opportunities for developing our business in the Reading context.
To support the Management Committee, for example by establishing and reviewing its policies and procedures and contributing to the development of the 2021-2025 business plan.
Role
The person will add value to the business by promoting the values and aspirations of our community co-op thereby increasing turnover and profit.
Accountability
The person will work as part of our staff team, working on True Food Co-op's programmes and policies as set by the Management Committee.

3. Key Responsibilities

The person will be responsible for three areas of work, namely:

Local Community Engagement

Explore ways of developing our customer base, encouraging projects and partnerships that may bring this about.

Promote educational and public relations events, for example in local schools and community groups.

Be responsible for True Food's marketing and communications activities, supporting those running our various channels of communication.

Membership Engagement

Provide a focus for members to get to know each other as fellow members of True Food.

Support and facilitate members in promoting wider awareness of True Food.

Encourage members to engage in decision-making and to play their part in practical tasks in the business.

Supervise the work of Helper Admin and membership administration.

Operational Support

Provide support to the Management Committee in the creation of policies and legal compliance.

Contribute to the development of a 5 year Business Plan for 2021-2025.

Provide administrative support to the staff in devising and monitoring procedures that affect the whole staff team. (Shop Managers will create and apply those required for running the shop.)

Become sufficiently conversant with the jobs done by other members of staff to be able to cover their work in an emergency.

4 Person Specification and Skills

Knowledge

Understanding of the drivers that develop a business
Knowledge of and commitment to organic principles and ethical trade
Committed to co-operative principles
Active knowledge of IT and social media
Familiarity with financial documents associated with business management

Experience

Business experience, preferably in retail or food
Marketing and digital media marketing, preferably in retail or a food business
Community engagement and mobilisation
Public relations
Working successfully as part of a team, including with volunteers
Mobilising and motivating teams
Contributing to policy development
Working in diverse settings

Skills and Personal Attributes

Excellent interpersonal skills
Outstanding verbal and written communicator – good active listener, able to bring together different ideas
Inclusive, committed to diversity and equal participation
Forward-thinking team player and problem solver
Self-motivated, organised and methodical
Flexible to manage a range of responsibilities and tasks in sometimes time-pressured circumstances
Flexible to take on roles of other staff team members from time to time when needed

Special Requirements

Flexibility in working patterns to meet business needs
Some Saturday and occasional evening work