

Position Opening: National Coordinator, Fair Trade Towns

Improve the lives of millions of marginalized family farmers and their communities around the world by increasing consumer awareness and product availability for Fair Trade certified products in the U.S. The burgeoning Fair Trade marketplace is in need of a National Coordinator to bring this \$1B industry to the next level. This person will be responsible for spearheading an initiative that brings together grassroots interests, private industry, city governments, and educational institutions throughout the U.S. in order to grow the Fair Trade movement. Strong candidates will possess the ability to present vision and passion in order to educate and motivate; a knack for facilitating positive relationships with diverse stakeholders; and strong business development skills.

Specific duties include:

- Support local initiatives: build relationships with grassroots organizers, business and community leaders, students, and elected officials; provide support and direction for regional and national campaigns; motivate and support diverse stakeholders; facilitate information flow and coordination among local initiatives; and share best practices with local leaders.
- Build strategic alliances: identify and engage with a diverse range of businesses, environmental organizations, social justice movements, student groups, trade organizations, and producer and worker representatives to achieve broad support and involvement in the Campaign.
- Develop and implement effective strategies to drive new business development, increase consumer awareness and demand, and corporate buy-in.
- Develop public communication materials: oversee development and management of website, organizing tools, and promotional materials. Serve as spokesperson and inspire and motivate constituents. Respond to media inquiries.
- Work with the Steering Committee, organizational leadership and other key stakeholders to develop and carry out key strategies to enlarge and strengthen the campaign. Work closely with senior leadership as well as a network of national NGO allies and local organizers. Bring vision to the table.
- Lead the development of a unified vision and strategy: build strategic alliances, support grassroots campaigns, and build organizational capacity.

Qualifications:

- A passionate commitment to Fair Trade and social justice
- Community organizing experience
- Significant experience in the non-profit and/or socially responsible business world
- Strong writing, verbal, and public speaking skills
- Excellent interpersonal skills, with a strong capacity to listen
- Group facilitation skills and experience
- Ability to motivate and enlist allies and partners
- Availability to travel approximately 20-30% of year
- Good administrative skills and proficiency with MS Word, Excel, & Power Point
- HTML proficiency desirable
- Sense of humor, flexibility, and capacity to multi-task

For more information or to apply, contact:

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