



Vacancy for Business Development Lead (15 hours per week)

Here at **True Food Community Co-op** in Emmer Green, we are looking for someone to help us develop our business, primarily focusing on marketing and member engagement. This role is 15 hours per week, with flexibility on working patterns. The equivalent annual salary is currently £9,633 (at £12.35 per hour).

Below you will find further information about **True Food**, the job description and person specification.

If you are interested in joining our small team and share our passion for ethically sourced, organic and zero-waste products, please complete the application form and send it along with a letter of interest by Friday 31st March by post or email, to:

Cathy Hughes,
Chair of True Food
True Food Community Cooperative.
61 Grove Road, Emmer Green,
Reading RG4 8LJ
Email: chair@truefood.coop

If you have any questions about the role, please contact Cathy at the above email address.

True Food Community Co-operative

True Food is a leading and pioneering retailer of organic food and products. It began in 1999 as the True Food Club, a small group of people who came together to source affordable organic food. Within two years the club was buying a wide range of organic food and starting to operate as a market, moving to the Rising Sun Arts Centre. From 2004, successful markets were held at community venues across Reading. **True Food** had established itself as a provider of affordable organic food and eco-friendly household goods to the people of Reading. On 15th December 2004 **True Food** was formally registered as The True Food Community Co-operative Limited. In 2010 our organic supermarket was opened in Emmer Green, north Reading and this has been our base ever since then.

The durability of **True Food** has shown that it is possible to run a successful and viable business based on strong ethical principles. As a co-operative, we are owned by our members, we currently have around 190 members from across Reading. Our management committee is elected from these members and is responsible for managing the business. We employ five members of staff – a business development lead, two shop managers, a buyer and a finance administrator.

Our **Vision** is for our communities to enjoy sustainable, ethical food and household products. Our **Mission** is to accelerate change towards more sustainable lifestyles by:

- Selling organic, ethical, and zero waste food and household products.
- Providing support and education.

We aim to promote community building and education around organic and ecologically-sound foods and products.

Our **strategic goals** are to:

- Attain financial sustainability; we currently have a turnover of around £400,000.
- Achieve a broad and active membership; we have launched a new membership scheme and have attracted over 100 new members since October.
- Widen access to our products; we aim to increase our presence in the Reading area.
- Provide support and education to encourage sustainable lifestyles; we are developing resources to share with our community and that we can take to community events

The primary purpose of the appointment is developing and promoting True Food. The focus of the role is on marketing and membership engagement.

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, flexible working, 28 days holiday per annum (pro rata) 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.

Business Development Lead (15 hours per week)
Role
Developing and promoting our business in collaboration with colleagues and members of the co-op. The Business Development Lead plays a key role in True Food through: Effective marketing of True Food and supporting membership engagement and membership processes.
Accountability
True Food operates on egalitarian principles and staff work in a self-managing team. The post holder works with the rest of the staff team to ensure the smooth and profitable running of the True Food shop. There is an elected management committee which sets strategies and policies. The Business Development Lead is accountable to this committee.
Key Responsibilities
<p>Marketing</p> <ul style="list-style-type: none"> • Lead on True Food’s marketing and communications activities. • Develop and implement a marketing plan. • Work with staff and members to utilise various channels of communication in line with the marketing plan. • Explore ways of developing our customer base, encouraging projects and partnerships that may bring this about, including with local community and business groups. • Provide practical support for community engagement activities in line with True Food education strategy, for example in local schools and community groups. <p>Membership Engagement</p> <ul style="list-style-type: none"> • Be the main contact point for members. • Support and encourage members in engaging with True Food as owners of the business, volunteers or as customers. • Facilitate members interacting with each other in support of True Food. • Provide practical support for formal and informal members’ events. • Operationalism organisational decisions regarding membership requirements. • Develop and maintain good membership processes, including data management, working with the membership secretary and helper admin team. <p>Additional</p> <ul style="list-style-type: none"> • Key to success in the two main areas of responsibility is working closely with other staff members and being present in the office at the shop. • As a member of a small team, the jobholder must be able to cover key aspects of the work of other team members when needed. • There may be additional requirements from time to time.

Person Specification

Knowledge and experience

- Marketing and digital media marketing, preferably in retail or a food business
- Familiarity with common IT applications used in business/marketing context ideally including the use of retail EPOS systems
- Community engagement
- Project management
- Mobilising and motivating volunteers
- Working successfully as part of a team

Skills and Personal Attributes

- Excellent interpersonal skills
- Outstanding verbal and written communicator
- Collaborative team player
- Self-motivated
- Organised, methodical planner and problem solver
- Able to manage a range of responsibilities and tasks in sometimes time-pressured circumstances
- Inclusive, committed to diversity and equal participation
- 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
- Willingness to undertake occasional evening work, primarily committee and members' meetings

Reviewed March 2023