

Melbourne Food Hub – Fast tracking a food hub cluster

Position Description – Customer relations, sales and business development Coordinator

January 2021

Sustain: The Australian Food Network is seeking applications from suitably qualified individuals for the position of Customer Relations, Sales and Business Development Coordinator for our ‘Fast Tracking a Food Hub Cluster’ initiative, funded by Working for Victoria.

Background

Building on the established success, reputation, profile and partnerships of the Melbourne Food Hub and the award-winning Cardinia Food Circles initiative (two leading projects of Sustain: The Australian Food Network), this initiative will fast-track the expansion of the Melbourne Food Hub and a networked partnership establishment of a Cardinia Community Food Hub. For a period of six months from 22 February 2021, the two food hubs, in collaboration with the established Baw Baw Food Hub, will source produce directly from 40-50 local small to medium scale (seasonal) producers, many of whom have been impacted by the COVID19 restrictions; aggregate and market that produce; and pack and deliver it to an estimated 300 households and 25 businesses and institutions in the Baw Baw-Cardinia-Casey-Yarra Valley-Dandenong region as well as the inner metro region serviced by the Melbourne Food Hub (Alphington, Fairfield, Clifton Hill, Northcote, Thornbury, Brunswick, Preston, Ivanhoe, Reservoir, Fitzroy, Collingwood, Balwyn, Kew, Footscray).

In addition to household-level distribution of fresh and healthy food, and the social, community and economic benefits this initiative will also build on and expand the food security and food justice work that Sustain has been carrying out with a small grant from the Moving Feast collective. Working with local producers who have surplus produce, we anticipate being able to source in excess of 3000 kgs over the six months of the funded project. This produce will be made this available to hundreds of local households through prepared meals and food relief hampers through our partnerships with local food relief providers in the respective municipal areas, as well as thousands more through the Lentil as Anything Pay as You Feel network people in need. This element of the initiative will make a substantial contribution to food security efforts at a time of heightened need amongst growing sectors of the Melbourne community.

This initiative will be showcased at the 3rd national Urban Agriculture Forum taking place on 22-24 April 2021, as well as the inaugural national Urban Agriculture Month. These events combined will reach an audience of tens of thousands nationally and internationally, showcasing leading practice and case studies in urban agriculture and sustainable local food systems in Victoria and beyond.

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Project philosophy

Consistent with our long-term partnership with Cardinia Shire Council and other partners involved in the Cardinia Food Circles project, this initiative will be delivered as a *Collective Impact* project, with Sustain as the *anchor* or *backbone* organisation, working together with HopeWorks, Baw Baw Food Hub, Cardinia Shire Council, and multiple other key partners around a shared vision for change to achieve powerful results. Collective Impact requires collaborative working amongst all partners with five conditions for success:

- **A common agenda / shared vision for change**
- **Shared measurement systems** – documenting how we will measure and report on success
- **Mutually reinforcing activities** – each partner does what they do well to support and coordinate with each other within the agreed overarching plan
- **Continuous communication** – building trust, confidence and joint working

Backbone support organisation – to coordinate the project as a whole and the multiple relationships within it

Purpose of the Customer Relations, Sales and Business Development Coordinator role

The Customer Relations, Sales and Business Development Coordinator will work with the Project Coordinator, the Executive Director of Sustain and the executive teams of HopeWorks and the Baw Baw Food Hub to establish the foundations for a successful and viable food hub cluster over the medium-to-long term. These foundations include strategic partnerships with key institutional stakeholders and a sound business model that includes a diverse mix of growing sales and revenue streams.

This is a part-time position (0.8 FTE), **starting the week of February 22, 2021.**

The Customer Relations, Sales and Business Development Coordinator will report to the Project Coordinator.

Key Responsibilities and Deliverables

Relationship Management

- Establish and maintain positive working relationships with key collaborators, partners and customers (buyers / suppliers) of the Melbourne Food Hub, Cardinia Community Food Hub and (as appropriate) the Baw Baw Food Hub
- Build a strong, supportive and collaborative working culture
- Work closely with the management team of HopeWorks to support the establishment and operation of the Cardinia Community Food Hub during the six-month initiative, in order for HopeWorks to continue operating the Cardinia Community Food Hub following the conclusion of the funded initiative

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Business Development

- Develop and identify ways to improve the Melbourne Food Hub and Cardinia Community Food Hub activities, in particular to improve logistics, accounting, data management, and distribution systems
- Develop and implement a business development plan for the Melbourne Food Hub and Cardinia Community Food Hub
- Develop a workplan and budget for the Food Hub Manager role, to identify resourcing and revenue requirements going forward and to support the Project Coordinator and the Business Development Manager in securing additional funding
- Identify and engage with prospective partnerships and customers
- Represent the Melbourne Food Hub in opportunities for education, outreach and further funding.
- Collaborate with the Project Coordinator and the executive teams of Sustain, HopeWorks and the Baw Baw Food Hub on business planning, fundraising efforts, grant proposals and reports, software testing, etc. as needed

Reporting

- Support the Project Coordinator as required to track and report on the Food Hub cluster activities, including as required contributing to the preparation and delivery of fortnightly acquittals to Working for Victoria
- Contribute as required to milestone reporting according to the Working for Victoria contract and end of project acquittal, in liaison with the Project Coordinator

Additional Responsibilities

- Create and maintain a work plan and participate in regular staff meetings.
- Other duties as assigned

Knowledge, skills and experience sought

We are seeking a commercially-minded and creative individual with extensive demonstrated (minimum 5 years+) experience, skills and a proven track record of success across the following areas:

- Strong writing skills
- Experience in preparation and successful implementation of a customer relations and sales strategy aligned to the strategic positioning of an organisation
- Demonstrated success in sponsorship, grants/philanthropic organisations, government/institutional grants and tenders
- Business planning and strategy development and implementation

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- Budget management experience
- Networks within the food, farming and/or hospitality industry

Desirable areas of experience include:

- Customer relations and sales
- Business development
- Stakeholder engagement and partnership management
- Knowledge or experience in customer relationship management systems
- Start-ups and social enterprise
- Crowd-funding campaigns
- Collective impact project management

Place of work

It is expected that this role will involve a combination of meetings and remote (home-based) working.

Remuneration

The role is funded at \$27,300.00 over six months, commencing 15th February 2021, including four weeks' paid annual leave, with the compulsory 9.5% superannuation in addition.

To apply for this consultancy contract

Send your CV (two references) with a cover letter setting out your interest in the project and how you would propose to achieve the deliverables to Nick Rose, Executive Director of Sustain: The Australian Food Network, by 10 February 2021: nick@sustainaustralia.org

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