

People Tree

Sustainable and Fair Trade Fashion

Managing Director

Background:

People Tree Ltd (the Company) is the leading Fair Trade Fashion company, with annual sales of £2.5 million and targeting £6mn in 2017. It is part of an international group which includes People Tree Fair Trade Group Ltd (apex company) and Fair Trade Company KK in Japan.

People Tree designs clothes, buys from Fair Trade organizations in several developing countries and the Company markets through both wholesale (key accounts and independent retailers) and through direct sales (e-commerce/mail order) in UK and Europe. We are seeking a Managing Director (MD) for the Company with strong operational and financial skills to build the UK-based business through strategic marketing and sales, to take responsibility for operations and other aspects of running the UK business. The MD will report to the group CEO, who is overall Creative Director and focusses on the Fair Trade supply chain and product development and on communications and branding. The MD will also report to the Board of Directors of People Tree Fair Trade Group Ltd. There is also a group Chief Finance Officer who is currently acting also as Chief Operations Officer for the Company; operations responsibilities will move to the MD in due course.

Tasks and Skills:

The MD will build sustainable profits for the business, drive sales growth and improve sales and marketing. The post carries significant responsibility and will suit a highly motivated entrepreneur who has proven management and sales skills at high level, including experience in operations and finance from leading a small fashion company. The successful candidate will be a team leader, able to create and implement strategy, with a strong track record of commercial success in e-commerce/mail order and/or wholesale mid-market womenswear. Interest in Fair Trade and sustainability is preferred.

The MD will be responsible for Planning (in association with the CEO and CFO and the Board) and implementing strategy to meet sales and profit targets for the Company's wholesale and direct sales in UK and Europe and for ensuring that the Company complies with budgets, implements strategy and runs all operations and HR effectively.

The Managing Director will:

- Input into all aspects of the business that affect sales, including product range, design, communications, merchandising, marketing, frequency of new items, price positioning and architecture, etc..
- Develop and implement the Company's sales strategy across the UK and Europe to ensure sustained and profitable growth, including aggressive sales growth.
- Drive the financial planning, budgeting and cost control
- Organize the operations and activities of the Company.
- Lead the management team through a delegatory and results-based management structure.
- Lead and manage the sales and marketing teams (both wholesale and direct sales) to exceed sales and profitability targets.
- Develop strategy on marketing, including exhibitions, sales materials, Point of Sale, etc.
- Develop and manage relationships and sales through Key Accounts, retailers and agents (other UK regions and Europe). This includes performance, credit risk and brand positioning to maximize growth potential in the context of Fair Trade lead times and standards.
- Take full ownership of delivery to customers, including pre-retail requirements, from product development, through warehouse, handling to sales and delivery.
- Together with management team, input into strategy on product and product range development, and approach to market.
- KPIs: Develop financial and performance KPI system for sales and other managers, with the help of the management team and Head of Finance and Accounting.

The Managing Director will have:

- Senior executive experience and proven sales success in mid-range branded womenswear, and ideally experience of e-commerce / mail order as well as wholesale and retail.
- Strong negotiation, problem-solving and analytical skills.
- Experience of reporting at Board level.
- Outstanding sales management skills and strong leadership and communications skills.
- (Preferred) Experience of running a small fashion company.
- Demonstrated experience and competence in financial management and operations management.
- A strong commitment to succeeding in social business, and interest in Fair Trade and sustainable fashion.

Please send to hr@peopletree.co.uk your application, your personal history, your motivation and what you offer to People Tree