



JOB DESCRIPTION

JOB TITLE Sales & Marketing Officer (Coffee background)
LOCATION London

BACKGROUND

SHEBA COFFEE LIMITED: The Birthplace of Coffee

From our base in North West London, with branch offices in Sanaa in Yemen, Addis Ababa, Dubai Free Zone, and Hangzhou P.R.C., Sheba Coffee is dedicated to serving the long term interests of our artisan growers in bringing their coffees to a global audience. Focussed upon Specialty and premium grades, particularly those sourced directly from the Red Sea region, Sheba Coffee offers our partners a fully integrated plant to cup service. Sheba Coffee is a separate entity, part of Longulf Trading (UK) Limited.

PURPOSE OF THE ROLE

They will be responsible for helping drive our domestic the U.K. and European regional sales across the Sheba portfolio. This will include growing our B2B sales of high-value green coffee with established partner speciality roasters, as well as developing loyal new key account relationships. The successful candidate will have an intimate grasp of the most important drivers currently shaping our industry and be comfortable to play their part in further developing our global social media footprint across a range of platforms. In addition to our core green coffee inventory, Sheba has designed and developed an exclusive portfolio of its product Drip, Capsule and Roasted coffees for direct sales from our site, and through selected Sheba partners. Ideally, you will have some small-batch roasting experience, and be comfortable participating in SCA protocol cupping events.

KEY DELIVERABLES (Essential duties and responsibilities)

This is a newly created role covering a variety of commercial duties some of which include:

- Driving sales growth with Sheba's established customer base across domestic U.K. and mainland European territories.
- Identifying and landing new Speciality green trade customers who share Sheba's vision and our long-term goals.
- Becoming a leading force in driving Sheba's brand identity, shining a light on our full range of products and helping shape our social media presence.
- A flexible mindset, an appetite for further training, travel and practical support for Sheba's warehouse team when the pressure is on, are all key attributes.
- Sound organisational skills, attention to detail, and a proactive stance to challenge is a prerequisite.
- Though not essential, some prior small-batch roasting, and professional cupping experience are highly desirable. A commitment to ongoing training and support skills development is vital.
- Experience with industry-standard online platform marketing techniques and evidence of past trade customer sales activity is a prerequisite.

REQUIREMENTS

- A Bachelor's degree in Marketing, Mathematics, Business Administration, or related field.
- 3-5 years experience in marketing or sales.

April 2021



- A passion for selling high-quality coffees, in all forms, and looking for long term career development within an established team.
- Ability to work in a variety of environments, to travel frequently, and to demonstrate commercial intelligence and initiative.
- Sound organization skills.
- Flexible, innovative: a problem solver.
- Attention to detail, and respect for reporting discipline.
- An ability to work to a deadline.
- To recognise and value the contribution of others. Empathy and a team spirit.
- The ability to work under pressure.

NOW, WHAT'S IN IT FOR YOU?

- 22 days annual leave plus 8 bank holidays
- Competitive salary
- Private Health Insurance
- Pension scheme
- Life assurance
- Season Ticket Loan

Closing date

30 June 2021.

Interview Process

We will, having reviewed applications on a rolling basis, seek to conduct interviews with candidates via online interviews (Zoom, Teams etc.) as sadly at this stage physical interviews are impossible.

How to apply

Candidates who can demonstrate that they meet specifications set out above and can prove that they have the right to work in the UK should send an application to recruitment@longulf.com or by post to Human Resources Department Longulf Trading (UK) Ltd. Prince Albert House, 2 Kingsmill Terrace, London NW8 6BN. Due to the urgency to fill this role, applications will be reviewed on a rolling basis and we reserve to close this advert before the confirmed closing date when we receive sufficient application.

We are an equal opportunity employer and support workforce diversity.

In order to process job applications, Longulf Trading (UK) collects personal information submitted by applicants. By applying for this role, you are consenting to that processing. All personal information is processed in line with our privacy policy set out at <https://www.longulf.com/PrivacyPolicy/>