



**JOB TITLE:** Director of Sales

**HOURS:** Part-Time up to 20 hours per week

**LOCATION:** Paris, Ontario with travel around Ontario and contacts in other provinces

**ABOUT US:** [The Raw Carrot](#) is a social enterprise empowering people who face barriers to traditional employment to secure their own livelihoods through the dignity of work. We employ individuals on social assistance to cook gourmet, handcrafted food products. The product sales revenue pays for the staff salaries and overall business expenses. The Raw Carrot operates with a “Social License” business model where The Raw Carrot HQ (HQ) partners with non-profits and churches to start a licensed Raw Carrot Site (Site). We currently have four Sites across Southwestern Ontario with two new Sites launching in 2024. Our plan is to scale our impact by launching more sites across Canada.

**POSITION OVERVIEW:** The Director of Sales is a key leadership role responsible for developing and executing strategic sales plans to support the Sites and HQ towards financial sustainability. You are responsible for achieving revenue targets with the ultimate goal of furthering our mission of providing work for individuals who face employment barriers. This position requires a high level of strategic thinking, communication skills, leadership, sales acumen, and motivation towards The Raw Carrot mission. You will work closely with operations, marketing, communications, product development, and the Executive Director to align strategy, objectives, and social impact.

## **RESPONSIBILITIES**

- 1. Develop and implement sales strategies to drive revenue growth for The Raw Carrot Sites**
  - a. Develop and manage retail and online sales strategy
  - b. Work with churches and Raw Carrot church ‘champions’ to develop sales opportunities
  - c. Explore and develop new B2B sales opportunities
  - d. Oversee the sales process from lead generation to closing
  - e. Build and maintain strong relationships with key clients, stakeholders, and partners
  - f. Analyze market trends, customer feedback, and competitive landscape to identify new opportunities and adjust sales strategies accordingly
  
- 2. Develop and implement a Corporate Partnership Strategy for The Raw Carrot HQ**
  - a. Grow HQ’s existing develop new corporate partners through product sales, corporate events, and impact investing.
  - b. Plan and oversee events, meetings, and activities related to corporate partnerships
  - c. Lead the creation of compelling partnership proposals and presentations. Negotiate terms and agreements to ensure mutual benefit.
  - d. Manage ongoing corporate partner relations, reporting, and appreciation.
  
- 3. Lead the development of The Raw Carrot CRM in Salesforce**
  - a. Work with donor management to clean up current CRM for transition into Salesforce



- b. Monitor and report on sales performance metrics, revenue forecasts, and sales pipeline management
- c. Analyse CRM database to create customer segments and inform sales and marketing strategies

## OBJECTIVES

1. Secure annual and ongoing sales volume to ensure that staff are increasing hours at all sites . Current average/day is about \$600-\$750 in sales revenue per week.
2. Develop national retail sales pathways that can be scaled through Sites across Canada.
3. Support each of The Raw Carrot sites to achieve financial sustainability. This means that revenue is sufficient to cover expenses without *reliance* on fundraising and donations.
4. Meet revenue target (to be developed with the lead team) from Corporate Partnerships.
5. Transition The Raw Carrot CRM to Salesforce.

## QUALIFICATIONS

**Experience:** Proven experience as a Sales Manager or Director of Sales. Experience in the food industry and/or social enterprise is a plus.

**Leadership Skills:** Strong leadership and management skills with the ability to be a self-starter.

**Strategic Thinking:** Excellent strategic planning and execution abilities.

**Communication:** Exceptional communication, negotiation, and presentation skills. Ability to build relationships with clients, stakeholders, and team members.

**Project Management:** Strong organizational skills with the ability to manage multiple projects simultaneously and meet deadlines.

**Analytical Skills:** Strong analytical and problem-solving skills. Proficiency in sales analytics and CRM tools. Experience with Salesforce is a plus.

**Faith:** An outward Christian faith and active involvement in a church (reference required)

**Transportation:** Access to a car for travel

## SALARY

\$25-30/hour (commensurate with experience/skills/education) plus cell stipend

Mileage provided



As a condition of employment, the successful applicant must complete a Vulnerable Sector Screening Police Reference Check. The Raw Carrot would like to thank all applicants for their interest; however, only those selected for an interview will be contacted.

## **APPLICATION**

**To apply, please prepare your resume and cover letter and fill out the following form:**

First & last name & Email address

Please attach or provide us with a link to your resume (via google drive, drop box or other)

Please attach or provide us with a link to your cover letter (via google drive, drop box or other)

Tell us a little about your faith journey

What skills and experience do you bring to this position?

Why are you the perfect fit to work with The Raw Carrot?