



1 July 2021

## EMPLOYMENT OPPORTUNITY

**Position title:** Marketplace Development & Sales Co-ordinator (4 positions available)

**Position type:** Contract position

**Team:** ABALOBFISH WITH  
A STORY MARKETPLACE team in South Africa

**Location:** 3 positions based in Cape Town, 1 position based in Johannesburg (note that although positions are primarily based in these locations, travel in and around these areas will be expected up the West Coast, Winelands, Cederberg, South coast, and the greater Gauteng Province)

### ABALOBFISH WITH A STORY and our approach

ABALOBFISH WITH  
A STORY (meaning 'traditional fisher' in the South African isiXhosa language) is a non-profit organisation based in South Africa but with a global reach. We work with small-scale fishers through the use of Information and Communication Technologies (ICTs) and capacity building to foster more responsible fisheries management and the realisation of thriving coastal fishing communities. We address inequality, the general lack of fisheries data, safety-at-sea concerns, and limited market access within small-scale fisheries through our unique 'Tech & Touch' approach.

Based in Cape Town, South Africa, we operate projects in South Africa and elsewhere, including the Seychelles, and are scaling up our impact globally in 2021.

Our approach to community development and upliftment is expressed through the **ABALOBFISH WITH  
A STORY** Theory of Change, based on the hypothesis that sustainable development can only take place through fisheries change pathways that integrate ecological, social and economic concerns. Enabling small-scale fishers to record their own catches and visualise their data collectively, coupled with capacity-building, the development of a fully traceable, storied seafood offering, and consistent market access, will empower them to engage in the market from a more equitable position. In turn, this will increase the value of their livelihoods and ultimately catalyse fishers' engagement in adaptive fisheries management and promote thriving, sustainable and equitable small-scale fishing communities. Our role is seen as a disruptor seeking to better position fishers and communities that rely on the marine environment to sustain a living.

In South Africa, and since December 2017, **ABALOBFISH WITH  
A STORY** has been building and running the **ABALOBFISH WITH  
A STORY MARKETPLACE**. The **ABALOBFISH WITH  
A STORY MARKETPLACE** connects small-scale fishers to buyers, facilitating the sale of fresh **Fish With A Story**, and is a fundamental platform in our From Hook to Cook movement. Using the **ABALOBFISH WITH  
A STORY MARKETPLACE** app, registered buyers can purchase fresh, traceable seafood and post-harvest products offered by approved fishers. This digital **MARKETPLACE** essentially offers a 'Catch of the Day' function, where buyers order what the fishers have brought in that day. We run most of the logistics and cold chain operations while looking to

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develop systems and a model that can be implemented within the communities that we work. The goal being a decentralised system where champions within the community take ownership and where equitable benefits accrue to those involved in the system.

Our traceability system is key to the success of our programmes and ensures that all stakeholders can readily track any seafood or associated products moving through the **ABALOBI MARKETPLACE** at any point. The **ABALOBI** traceability system is implemented through an integration of associated applications that effectively track a product from the landing site (and in some instances at-sea catch locations) to the final consumer.

Over the last few years we have grown the **ABALOBI MARKETPLACE** programme to working with 100s of fishers and 1000s of registered buyers, channelling on average 8–10 tons of **Fish With A Story** per month from 7 fisher communities to Cape Town, the Winelands, the West Coast, the Cederberg, the Overstrand, and Johannesburg. The fair return to fishers has created significant and measured impact. Please refer to the **ABALOBI 2018-2019 Impact Report** available here as well as the **ABALOBI Manifesto** which is available here.

With this job advertisement, we invite suitable candidates to apply for the position of **Marketplace Development & Sales Coordinator**. We envisage 4 such coordinators being recruited; each dedicated to the development, pre-sale, sale and after-sale engagement of specific market channels (restaurants/chefs, fishing communities, urban home-buyers and the Johannesburg market).

The successful candidate should be prepared for an exciting yet demanding job, and a humbling adventure that will see them play a key role in achieving social and environmental justice in small-scale fisheries supply chains. Please note that this is not a 9–5 position and the successful candidate will be required to work irregular hours as dictated by **MARKETPLACE** activities.

For more information on **Fish With A Story** and the **ABALOBI MARKETPLACE**: [www.fishwithastory.org](http://www.fishwithastory.org)

For more information on the broader **ABALOBI** programme of work: [www.abalobi.org](http://www.abalobi.org)

For more information on the **ABALOBI FISHER**, **ABALOBI MARKETPLACE** and **ABALOBI West Coast Rock Lobster Project**, please see:

- [Coding For Crayfish](#)
- [Open Water](#)
- [Fish With A Story](#)

## Overview of the role

- The role exists to develop and grow the domestic demand side of the **ABALOBI MARKETPLACE** in South Africa, each of the four positions will be responsible for developing a particular market channel.
- Engage, optimise and expand on the particular market channel relevant to the **ABALOBI MARKETPLACE**.
- Grow and establish the **ABALOBI** brand as the preeminent small-scale, responsible fisheries brand in South Africa
- Foster the connection between fishers and the market by driving transformation to ensure a better marketplace fit for small-scale fisheries and associated value chains.

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## Key functions

- Provide input on, and subsequently execute, the market demand strategy, targets and implementation plan.
- Lead the engagement with registered buyers, including the identification and onboarding of new buyers within the particular market channel.
- Work closely with the Marketplace Central Ops and Logistics Co-ordinator to (1) manage and implement Catch of the Day (COTD) operations, (2) develop systems that help optimise these operations, and (3) monitor and track systems output as a means to promote a culture of continuous improvement within the **ABALOB MARKETPLACE**.
- Implement and coordinate marketing events linked to the various **ABALOB MARKETPLACE** market channels.
- Plan and promote the front of house/buyer training module linked to the particular **ABALOB MARKETPLACE** market channel.
- Manage and implement COTD operations.
- Manage accounts linked to invoice/returns/cancellations/outstanding payments.
- Answer client questions about credit terms, product prices and availability.
- Develop systems, or improve existing systems, to help optimise **ABALOB MARKETPLACE** operations and follow-ups on deviations from protocol.
- Coordinate with other sales coordinators to ensure standards are being met, performing market research and regular competitor monitoring.
- Manage buyer communications in a way that facilitates smooth operations and simultaneously promotes **ABALOB** as a social enterprise.
- Connect fisher entrepreneurs with buyers to optimise opportunities.
- Upsell and strategically engage with driving product uptake sourced through the **ABALOB MARKETPLACE**, where possible replacing that which is commercially (large-scale) sourced.
- Participate in training and capacity building initiatives led by the **ABALOB** Community Development team.
- Co-ordinate and implement media campaigns, strategic advertising and Public Relations.
- Socialise and reinforce the value of traceability and sustainability through the From Hook to Cook platform.
- Co-design an effective training and development programme for the specific market channels
- Highlight and document buyer technology requirements and feedback to the **ABALOB MARKETPLACE** Development Manager.
- Report on sales targets.

## Key performance indicators

- Volume and value of fish sold in specific market channels.
- Number of fishers and fishing communities engaging directly with the market through events and marketing strategies.
- Number of new (registration rate) and returning buyers (retention rate).
- Ensure Great CSAT scores from buyers in market channels, note that regular surveys need to be conducted with buyers.
- Strategic implementation to transition market channels from break-even operations towards profitability.
- **ABALOB** brand recognition/engagement measured through implementing appropriate tools to determine brand score.
- Buyer engagement and response times.

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## Desired qualifications and skills

- 2-5 years of work experience in either of the following fields; sales, marketing, brand management, supply chain management, business development/administration.
- A tertiary qualification linked to above fields.
- Excellent communication, interpersonal, problem-solving, presentation, and organisational skills.
- Proficiency with sales management software and customer relationship management systems.
- Personal integrity.
- Ability to work independently, handle multiple projects and prioritise accordingly.
- Good verbal and written communication skills in English, proficiency in Xhosa and/or Afrikaans will be an advantage.
- A valid driver's license.
- Own vehicle.
- Available to work early mornings, evenings and weekends as and when required as dictated by **ABALOB MARKETPLACE** activities.

## Application process and deadline

Applications will only be accepted via [THIS LINK](#). Please provide:

- A detailed **Curriculum Vitae** (including the names, current email addresses and telephone numbers of three relevant references),
- A **cover letter** fully motivating why you should be appointed, and
- A **short two-minute video clip** of yourself outlining your reason for applying.

**DEADLINE: Applications close on the 31st of July 2021.**

## Contract terms and remuneration

- Primarily outcomes-based objectives.
- Market-related pay construct.
- Full-time role.
- Expected 1-3 year timeframe divided into fixed-term contracts following a 3 month probationary period.
- Contract renewal dependent on annual performance review and funding.
- The position is available with immediate effect.