



# VACATURE: COUNTRY LEAD UK





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## VIVA LA REVOLUTION

We are turning the upside down and we are looking for you to become a part of this movement. To join our jolly bunch of coffee lovers, we are looking for a:

### COUNTRY LEAD UK (FULL TIME)

Moyee Coffee is the first FairChain coffee brand in the world. We are a Social Enterprise and a B.Corp and we are striving for a fair distribution of value in the coffee supply chain. To have more impact and change more lives, we are also starting a chocolate company.

### WHAT IS YOUR WHY?

You want to start your own business in the future, but feel you need experience first. You want to start your own business but are looking for a bit more stability and funding. You don't want to start your own business but you get a kick out of excelling someone else's. That is what you want and that is what we are looking for. You want to be a creator, walk into a bar, talk about impact and sell coffee, and you want to be the go-to person when people are looking for meaningful companies. You will lead our market entry campaigns. You love to stand tall on the barricade, reach out to like-minded brands and people and lead the crowd towards the future.

The 21st century demands a new set of instructions. In the words of English economist Kate Raworth: "We stand little chance of writing a new economic story that is fit for our times if we keep falling back on last-century's economic storybooks."

Impact driven heartbeat? Sine qua non. Sounds like you. Cool, send us an email and let's get talking.

### WHAT WILL YOU DO?

In short, you will run a large part of the company. You are a sales driven marketeer, product owner and all round awesome person. We provide you with the coffee, chocolate and the infrastructure and you make sure we will sell out faster than expected. You will gather leads, present our story, give presentations and make marketing and campaigning decisions. You will be our 'boots on the ground' and you have almost complete freedom to run our business however you see fit. Of course, we will have some boundaries and guidelines, but you are there and you run the business.

We will start with our new chocolate brand to let the UK public understand what FairChain is all about and after that you will run the entry of Moyee too. Ireland has already started the FairChain revolution so you will share your learnings with them too. So, get excited and get in touch.

### YOUR GOALS?

1. Understand the coffee/chocolate market in the UK and make us understand it too.
2. Design a solid market entry strategy for both products and focus on executing it.
3. Identify, approach and give a ton of high-fives to cool new customers
4. Be present at all relevant events and tell our story in a way only you can.
5. Be creative and find new ways to appeal to the UK public, while staying true to our story.
6. Maintain good relationships with our local partners (logistics, marketing, etc) coffee scene

WHAT DO WE OFFER?

1. Work for one of the coolest companies in the world (we think)
2. A diverse and challenging job with tremendous opportunities
3. Learn like crazy and grow as a professional
4. Be an entrepreneur but backed by a whole organisation
5. Market rate salary based on experience and network
6. A ton of coffee

WHAT ARE WE LOOKING FOR?

1. A hands on mentality and not afraid to work
2. Disturbingly curious and a drive to grow as a person and in this company
3. Pro-active, autonomous and problem solving in both actions and words
4. Relevant education (hospitality is a plus)
5. Coffee and/or Choco know how? You're getting bonus points
6. A passion for sustainability and creating impact
7. Ability to do sales, tell our story, meet with CEO's and have fun with barista's
8. Understanding that tech drives our business forward
9. Someone happy to work remotely but wants to grow 'their' business to become a team

AND NOW?

Do you see yourself doing this? Send your TikTok, life-hack, homemade apple-pie, elevatorpitch or video to: [people@moyeecoffee.com](mailto:people@moyeecoffee.com)

# DUS:

TITEL  
**COUNTRY LEAD UK**

BEDRIJF  
**MOYEE COFFEE**

LOCATIE  
**LONDON**

TEAM  
**DIGITAL & EXPANSION**

UREN  
**FULLTIME**

# SOME MOYEE FACTS



FairChain is all about sharing more of the value created in producing countries, with other producing countries. In other words, helping the people who grow our coffee to enjoy a bigger chunk of the €4 we spend on our double shot cappuccinos. It probably doesn't come as a surprise that all that profit stays in the West. FairChain aims to change all that.

[mo-jie] is the way we pronounce Moyee, but don't feel obliged. Turn it into something that sounds natural to you!

Mo.yee is the Ethiopian word for mortar. Ethiopians traditionally use this to grind their roasted beans. This makes it a symbol of the FairChain ideology: industrialization of coffee-producing countries. At the same time it is also a symbol for the current imbalance in the coffee chain. As with many household tools people treat the mortar without much respect.

The capital 'M' embodies the core value of the Moyee identity. By this we mean a 50/50 split – 50% for them, 50% for us. We pay our farmers a good price for their very best beans, but a 50/50 is what we're fighting to achieve. The symmetrical 'M' embodies this 50/50 split in the coffee chain.



Klinkt dit fantastisch? We horen graag van je!

[SOLLICITEER DIRECT!](#)