

SEED & SPROUT

POSITION DESCRIPTION

Chief Executive Officer

Location	Billinudgel (20 minutes north of Byron Bay)
Classification	Common Law Contract
Employment Status	Permanent, Full Time
Direct Reports	Six (6)
Reports To	Board of Directors

ORGANISATION

Seed & Sprout was created after founder Sophie Kovic was tired of struggling to source a sustainable, non-plastic, toxin free and most importantly, simple solution to eco friendly lunch ware for her son.

Her solution? Create her own. Sophie set out to create a new kind of lunchbox to solve a real problem, for real people. Lo and behold, the Seed & Sprout Bento Box was created and brought to the market thanks to a kickstarter campaign that raised over 690% of the initial goal in under 48 hours.

Since the original Bento's launch Seed & Sprout has grown into a complete sustainable homeware brand with new products being added regularly all with a main focus to reduce reliance on single-use plastics whilst creating simple, intuitive, sustainable alternatives that easily align with the lives of everyday people.

At its essence, Seed & Sprout was, and always will be, aimed at giving ordinary people the tools to create extraordinary change.

POSITION OBJECTIVE

Reporting to the Board of Directors, the Chief Executive Officer (CEO) will play a pivotal role in continuing to drive Seed & Sprout's revenue and profit growth, along with maintaining a focus on lifestyle and ethical business. The CEO must have digital marketing experience, be familiar with the e-commerce landscape and will work autonomously to scale Seed & Sprout's online presence to achieve sales and profit targets.

KEY DUTIES

- **Strategy:** Working with the Board to determine the short- and long-term strategic objectives of Seed & Sprout
- Cascade the strategy to all levels of Seed & Sprout to ensure alignment and maintain speed and efficiency including projects, goals, KPI's and working to resource constraints.
- **Process:** Responsible for the measurement and effectiveness of all processes both internal and external.
- **Sales:** Develop and execute strategies to grow sales within the business by optimizing existing revenue models and creating new revenue streams.

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- **Profit:** Develop and execute strategies to grow business profitability.
- **Team:** Build, motivate and lead a high-performance team, supporting them to achieve our vision.
- Drive a “lean startup” style environment of constant experimentation and learning.
- **Product:** Develop & execute a product strategy that is commercially balanced, competitive, and meets our customer’s needs.
- **Marketing:** Define, execute and measure data & creative / brand marketing strategies that drive sales and profit.

KEY WORKING RELATIONSHIPS

Internal:

- Managing Director & Board
- Senior Leadership Team
- All staff

External:

- Business partners
- Agencies

SELECTION CRITERIA

- A visionary and authentic leader, strategist and entrepreneur with a community connection.
- Relevant qualifications and ongoing personal development.
- Demonstrated capacity to lead and manage a small FMCG organisation.
- Demonstrated track record of organisational transformations.
- Comprehensive experience in engagement and influencing internal and external stakeholders.
- Solid track record of strategic business development and growth/scaling of organisations.
- Extensive commercial acumen and financial management, experience, having delivered against ambitious targets.
- Digital marketing and e-commerce experience.

APPROVAL

Managing Director

Dated