

## Statement of Work

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**Job Title: Business Development Representative AUS**

**Report To: Chris Kerston & Megan Meiklejohn**

**Status: Part-Time (25 hrs per week)**

**Location: Remote - New South Wales Preferred**

**Date: 01 Dec 2023**

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**Land to Market** (L2M) - the world's first verified regenerative sourcing solution. This entity is a spin-off of the Savory Institute, and the organization has been designed to use market forces to accelerate the regeneration of lands around the world in accordance with SI's mission.

The Land to Market Business Development Representative for Australia will develop and manage the market and supply chain offerings. These offerings will form a critical point of difference that will encourage more producers to engage with EOV and Land to Market. By developing strong local and international supply chain relationships and creating clear product pathways for producers, they will ensure that the integrity of Land to Market is upheld.

General Responsibilities: Coordinate with first stage processors for special projects, like Deckers, coordinating from live-animals from farms to first stage processors, ensuring proper segregation and chain of custody is in place with partners (~15 hours per week)

- Work with Land to Market, Savory and Australian hub teams to ensure best in class deployment of any special projects in Australia (Currently Decker's/UGG Project).
- **Develop opportunities for domestic and export supply of verified products for all producers who meet the Land to Market's standards.**
- Foster relationships with Australian agricultural industry groups and their members to encourage participation in Land to Market driving EOV on more land.
- **Build supply chain relationships for verified producers by developing partnerships with aggregators, abattoirs, processors, domestic brands, and retailers.**
- Connect with farmers to ensure they are providing L2M the necessary information to help them sell their verified products.
- Work with the Supply Chain Team and current brand members to develop sheep and lamb leather supply chains.
- Work with the Supply Chain Team and current brand members to develop meat and 5th quarter opportunities outside of special projects.

Sell L2M services to prospective brand members: Business development to cultivate market solutions and new supply chain preferred partners. (~10 hours per week)

- Communicate the L2M value proposition developed by the Land to Market Sales and Marketing teams.
- Develop lead list with L2M Business Development team
- Enter and ensure all leads are in the Salesforce Lead funnel used by Land to Market.
- Regular check-ins with business leads to build a relationship with their team, understand their needs, and show how our services might be able to help them solve problems and meet goals.
- Coordinate with the CSM team when leads get near closing.
- Ensure all current contracts are successfully renewed on each term cycle.
- Land to Market Business Development Team will be available to join the initial points of contact with brands as needed, to provide additional support.
- Option to join weekly Business Development Team calls, to share progress and express any needs or learnings to help inform improvement in business development resources.

Provided by Land to Market

- **Formal onboarding including historical context of Land to Market and Ecological Outcome Verification Protocol (EOV).**
- Access to Land to Market technological platforms (Salesforce, Notion, Google Workspace & Slack).
- Training in Land to Market technological platforms as needed.

- Personal @landtomarket.com email address.
- Access to Land to Market MarComms Toolkit to help build Land to Market brand awareness in Australia via engagement with all value chain stakeholders (Farms, Farm Brands, Supply Chain Actors, Brands, Retailers and Consumers)
- Access to Land to Market Business Development materials.

All travel expenses are included in the monthly retainer unless otherwise approved by Land to Market to be outside of standard travel and reimbursable.

Send your resume/CV/cover letter to [careers@landtomarket.com](mailto:careers@landtomarket.com)