



GAFTI
GLOBAL APPAREL FOOTWEAR AND TEXTILE INITIATIVE



Job Title: Joint Asia Director of Business Development, SAC & GAFTI

Job Summary: As Joint Asia Director of Business Development for the Sustainable Apparel Coalition (SAC) and Global Apparel, Footwear and Textile Initiative (GAFTI), you will be responsible for developing strategic relationships and engaging organizations on social and environmental sustainability issues in Asia, especially where there is alignment among SAC and GAFTI member companies and tool users in the region. Reporting to the SAC Vice President, Membership, this role requires the candidate to become a strategic partner to value chain organizations in line with our joint goals within the region. This role entails both new business and existing member management. In this role, you will uncover new opportunities and work alongside both organizations to build and cultivate industry relationships, meet revenue targets, and deliver increased member and user engagement and satisfaction. Based in Hong Kong, you will be responsible for identifying key influencers and building critical relationships through ongoing outreach and engagement.

The ideal candidate is a consummate sales professional, passionate about sustainability, has an understanding of how corporations make impact improvements, and can quickly skill up on how to leverage, adopt, and scale SAC and GAFTI tools to achieve industry change. This individual will actively evangelize the SAC and GAFTI stories and the impact of our work for the industry.

Responsibilities

Membership Growth and Management:

- Grow and diversify SAC and GAFTI membership bases per their respective organizational strategic plans
- Establish highly-effective and collaborative relationships with key stakeholders, business partners, global counterparts, and external vendors in the APAC region
- Develop and execute on a strategic sales plan for the region and support the creation of reliable forecasts and marketing materials that drive engagement and member conversion
- Leverage skills and experience to continually evolve the sales process
- Exceptional account management resulting in long-term relationships and overall satisfaction with members and partners, both new and existing
- Identify opportunities for organizational tool and program updates through data and analytics assets, competitive intelligence, member, consumer and market understanding, and market context
- Work collaboratively with the SAC and GAFTI teams to ensure each member's experience is optimal, offering a smooth and proper transition from acquisition to onboarding
- Travel anywhere from 25 to 50 percent of the time

Product/Program Promotion and Adoption:



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- Evangelize the SAC's and GAFTI's value proposition for all tools and services through industry events, webinars, and meetings
- Establish a relationship of trust and credibility with members and organizations within the region on SAC and GAFTI workstreams and tools
- Deployment and promotion of SAC and GAFTI-branded professional tools and services to the membership that target market expansion, customer satisfaction, and revenue diversification
- Partner with business leaders across the organizations on initiatives such as:
 - Broader cross functional teams to assess potential of emerging distribution platforms and models
 - Analysis of member and user engagement channels to improve the member and user experience and feedback loop to increase tool adoption and scale efforts
 - Support delivery of tools and programs through effective member engagement
 - Improvement of adoption support resources (training, templates, partnership, etc.) based on collected feedback
- Liaise with members, tool users, and regional stakeholders on engagement activities critical to SAC and GAFTI workstreams such as policy and transparency efforts
- Manage and execute key strategic relationships with regional training partners

Skills/Qualifications

- Education: Bachelor's Degree; Graduate degree or MBA preferred
- 7 to 10 years progressive leadership positions in apparel/footwear/textile industry, with preferred expertise in social and environmental sustainability issues
- Willingness to travel
- Fluent in English and Mandarin, additional languages preferred
- Strong client-facing, engagement management skills with a demonstrated ability to find, manage, and close high-level enterprise business relationships
- Clear, effective communication—both verbal and written
- High sales process orientation— thorough, detailed, organized, and experienced with CRM platforms
- Self Starter. Capacity to think strategically, plan, and implement tactical execution against business challenges
- Data analysis skills to identify trends, tell compelling stories and drive decision-making
- Ability to consistently produce exceptional results with limited resources
- High levels of motivation, self-direction, and the ability to lead, influence and collaborate with others: proven ability to establish rapport, credibility, and trust
- Responsive to quick changes and able to keep up with the pace of inquiries and discussions in a fast-paced environment
- Consistently demonstrate excellent discretion, judgment, tact, and diplomacy and a passion and interest in the mission and goals of the SAC and GAFTI
- Proficient with Microsoft Office suite including Word, Excel, and PowerPoint, familiar with Salesforce and Dropbox platforms

We offer a 5-day work, MPF and bank holiday to the right candidates. Interested parties please send your full resume with expected salary and availability to info@gafti.org.



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**Sustainable
Apparel Coalition**

All information collected will be used for recruitment related purpose only and will be treated in strict confidence. Applicants who are not notified within 8 weeks may consider their application unsuccessful. All applications will be retained for maximum 6 months and will be destroyed.