

# THE CHARLIE CART PROJECT

## SALES AND CUSTOMER SUCCESS MANAGER

May 2022

### ABOUT THE CHARLIE CART PROJECT

At the Charlie Cart Project, we are shifting the food system from the ground up by empowering communities to make healthier, more sustainable food choices with a portable, accessible culinary education program, including tools, lessons, training, and a compact mobile kitchen.

The Charlie Cart Project was founded in 2015 to create a comprehensive food education program with the flexibility to be used anywhere, by anyone. Created by the former Director of Alice Waters' Edible Schoolyard Project, the result is an all-in-one program drawing connections between food, health, and the environment—giving people the power to make healthy choices for life. The Charlie Cart Project is now in more than 300 sites across 45 states, reaching nearly 500,000 children and their families in schools, libraries and food banks.

### POSITION OVERVIEW

Despite Covid-19, the Charlie Cart Project has continued to expand, filling a growing need in the food and nutrition space. Approximately 50% of the annual budget is raised through philanthropy and 50% is through the sale of our Charlie Cart mobile kitchen and curriculum. To date, our sales have been led by our Executive Director and Deputy Director. Sales and Customer Success Manager will be the first dedicated sales hire as we look to double our reach in the next 2 years. In this role, the Sales and Customer Success Manager will execute our sales strategy and own new customer relationships to ensure lasting success. This role will be responsible for managing the Charlie Cart Project's CRM including developing reporting capabilities that derive insights into our sales pipeline and customer engagement. While this is a sales position, the work is in service of our mission to support improved health outcomes for youth. We are seeking a team player who is committed to our mission and vision.

To date, Charlie Cart sales have been 100% word of mouth. This will be the first dedicated position to drive sales and proactively expand our network. The Sales & Customer Services Manager is an entrepreneurial spirit, and will take initiative for developing, implementing and expanding the sales function within the organization. The Sales and Customer Success role is critical to our success! They will be responsible for our national sales strategy with public

schools, private schools, libraries and food banks, serving as the first point of contact for the Charlie Cart Project, and stewarding new sites from interest to purchase through to training and engagement.

Sales enablement, including data management and communications, is vital to understanding how we are impacting our intended audience and how best to improve the work and grow the organization. The Sales and Customer Success Manager will accurately and consistently track all customer information and maintain ongoing communication with our full network, promoting programs, ensuring sites receive our training, and responding to any customer inquiries.

This is a full time, salaried position, reporting to the Deputy Director, with significant room for growth in the nonprofit sector. The Charlie Cart Project is based in Berkeley, CA. All staff are currently working remotely. California/Bay Area candidates preferred. Specific responsibilities include, but are not limited to:

### **Sales + Customer Onboarding**

The Sales and Customer Success Manager will lead all sales activities for the organization, in line with the strategic goals of the organization.

#### **Sales**

- Drive end-to-end sales execution: manage high-level relationships with organizations, such as: schools, libraries, food banks and city leaders to support sales program expansion
- Develop sales pipeline in line with CCP strategic goals
- In partnership with CCP leadership, source, cultivate, negotiate and close sales in key markets;
- Field and respond to all sales inquiries
- Sales enablement: Organize and lead effective customer interactions, host information sessions, create sales/marketing materials, create effective sales presentations
- Manage customer relationship end-to-end, throughout entire sales process
- Issue customer invoices and track AP for sales in concert with CCP financial processes and team
- Regularly communicate sales updates to CCP staff to ensure inventory forecasts align with sales forecasts

#### **Customer Success and Engagement**

- Own all aspects of customer relationship from initial inquiry to onboarding; Field and respond to existing customer inquiries, forwarding to program staff as appropriate
- Communicate onboarding schedule to new customers and follow up to ensure participation

## **Fulfillment**

- Communicate across teams to ensure timely shipment and delivery of product. Work with manufacturing lead to trigger and track shipment
- Communicate shipping information to customer and follow up upon receipt of cart
- Manage customer service for all fulfillment related processes and warranty requests

## **Data Management**

Working with the Deputy Director, manage systems to track constituent engagement at all levels, including the following:

- Manage CRM and ensure it is updated at all times with new sites, inquiries and constituent details, including customer information, product serial numbers, shipping and delivery information
- Create and automate reporting that provides visibility to our customer pipeline and customer engagement
- Manage and track trends and growth in sales and site engagement to increase effectiveness and keep the team informed
- Maintain constituent records across customer CRM, mailchimp and program participant lists
- Configure, pull and analyze reports on an ongoing basis to inform sales process and as requested by program and fundraising staff

## **Communications**

Internally, the Sales Manager will fill an important role on the CCP team, participating in weekly staff and team meetings, providing insights into sales trends and growth opportunities, and providing regular updates to CCP team via email and verbal reports. External communications include development of templated materials to support customer onboarding and success, and distributing program announcements and other communications developed by the Program team. External communications include:

- Calendar and distribute program announcements and reminders (drafted and triggered by Program team)
- Schedule and distribute all program follow up
- Calendar and distribute newsletter (drafted by Program team)

## **Qualifications**

- Gregarious, friendly and accessible
- 3+ years experience in full time sales, account management or sales enablement role; non-profit experience preferred
- High proficiency with Excel and at least 1 year experience managing data in a CRM system.

- Strong organizational skills and exceptional attention to detail with an eye for increasing efficiency and/or sustainability of existing processes
- Proficient in Word, Google Suite and Mailchimp, and facility for learning new software
- Excellent communication skills both written and verbal communication, with attention to spelling, punctuation and grammar
- Commitment to the mission and goals of the organization
- Strong work ethic, diligent and focused
- Collaborative, flexible work style
- Comfortable and confident with managing customer expectations and escalating issues to supervisors as appropriate
- Sense of humor
- Able to work well with a diverse workforce and customer base
- Ability and availability to travel for work as required (potentially 15 - 25%)

### **Salary**

\$80,000 - \$85,000 plus benefits

### **TO APPLY**

Please send a cover letter and resume to [jobs@charliecart.org](mailto:jobs@charliecart.org). Work is currently remote. Position offers significant growth opportunities with a small organization making a big impact at the national level.

### **EQUAL OPPORTUNITY STATEMENT**

The Charlie Cart Project is committed to achieving a diverse workforce and supporting our team with equity in all aspects of employment including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training. The Charlie Cart Project prohibits discrimination and harassment of any kind and is committed to providing employees with a work environment free of discrimination and harassment. All employment decisions are based on business needs, job requirements and individual qualifications, without regard to race, color, religion or belief, age, gender or sexual orientation, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. The Charlie Cart Project will not tolerate discrimination or harassment based on any of these characteristics. All are encouraged to apply.