



# Position brief for the position of Vice President, Programmes World Cocoa Foundation

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# Letter from Chris Vincent, World Cocoa Foundation President

The World Cocoa Foundation was created over twenty years ago to assure a sustainable future for cocoa and the farmers whose livelihoods depend on it. Today, WCF's member companies represent more than 80% of the cocoa supply chain which gives WCF a pivotal position among cocoa and chocolate companies, producing and consuming country governments, civil society and the cocoa farmer themselves, all of whom are seeking solutions to the sustainability issues facing the sector. These issues, farmer income, child labour and deforestation, are complex but WCF seeks to be the catalyst to find solutions to these problems by convening all stakeholders to create a thriving, healthy and equitable cocoa sector.

WCF is at an exciting time in its evolution. Following my appointment in October 2022, the board has approved a redefined strategy for WCF which focuses on convening and collaborative programming:

- With the advent of deforestation and child labour regulation in both the EU and US, WCF's unique position, with a presence in the producing countries and a global membership in all the consuming countries, places us at the heart of the debates that will frame and implement that legislation, leading the way on issues such as traceability.
- On behalf of its members, WCF already manages a ground-breaking PPP between 35 companies and the governments of Ghana and Côte d'Ivoire that is seeking to reverse deforestation in both countries. As that PPP is five years old, we will be seeking to relaunch that programme and launch new collaborative programmes to address child labour and farmer income in the near future.

To deliver this strategy, I am looking for two senior leaders to form WCF's new senior leadership team with me. One will be Vice President of Programmes with responsibility for relaunching our deforestation PPP and designing, launching, and funding new programmes to address child labour and farmer income. The other will be Chief Operating Officer, also a Vice President-level position, with the proven skills to lead all aspects of our operations, including finance, and the relationship building ability and credibility to convene our membership and other stakeholders. Both will be heavily results- and impact-focused with the ability to apply commercial rigour to development issues; skilled in motivating diverse teams and with high standards of execution. The successful candidates will be smart, strategic, pragmatic and experienced in working in developing markets but will also need to have a reputation for being straightforward, an honest broker, and a good team player. A healthy sense of humour is a must.

I look forward to meeting you.



Chris Vincent  
President



# Organization & Opportunity Overview

## Vice President for Programmes

The World Cocoa Foundation was incorporated in 2000 when the U.S. Chocolate Manufacturers Association (CMA) acknowledged that a new model of collaboration was needed to assure a sustainable future for cocoa and the farmers whose livelihoods depend on the crop. The organisation's initial purpose was to support research and education programmes related to cocoa agronomy.

The WCF spent the next decade building an independent organisation that played a prominent leadership role on behalf of the chocolate and cocoa industry on sustainability issues, especially the issue of child labour. From 2009, WCF became more actively engaged in implementing large projects through a public-private partnership model that leveraged member company funds to access donor funding to achieve greater reach and impact. These included activities funded by the Bill & Melinda Gates Foundation and funding from the U.S. Agency for International Development. Programme activities, carried out primarily in West Africa, as well as the Americas and Southeast Asia, focused on increasing farm-level cocoa productivity and farmer incomes and addressing the challenges of child labour and deforestation.

Experience gained from industry collaboration through these programmes helped lay the groundwork for a stronger focus on collective action to tackle key sustainability challenges. CocoaAction, launched in 2014 by nine leading chocolate and cocoa companies, was underpinned by a set of principles and actions designed to improve productivity and strengthen cocoa-growing communities in West Africa. The Cocoa and Forests



Initiative, launched in 2017 by more than 25 companies, is an ongoing ground breaking partnership with the governments of Ghana and Cote d'Ivoire to end and reverse deforestation in their cocoa sectors.

Today, WCF is an industry organization whose members represents more than 80% of the cocoa sector. WCF's vision is to be a catalyst for a thriving, healthy and equitable cocoa sector where farmer income is improved, child labour is significantly reduced and deforestation is reversed. WCF's unique position at the centre of the cocoa and chocolate industry, governments, civil society and cocoa farming communities, enables WCF to realise its vision through the creation of strategic relationships and collaborative programmes that deliver real impact and systemic reform.

The Vice President for Programmes plays a major role in the organisation as the spearhead for the work WCF does to facilitate real, meaningful change. They will design and lead the strategies for both WCF's current programmes and future ones, reporting directly to the WCF President.



Key members of WCF's [Board of Directors](#) include:

- **Peter Boone**, WCF Chairman – Chief Executive Officer, Barry Callebaut
- **Christine McGrath**, WCF Vice Chair – Vice President and Chief of Global Impact, Sustainability, and Well-being, Mondelez International
- **Tricia Brannigan**, WCF Treasurer – Chief Procurement Officer, Vice President Global Procurement, The Hershey Company
- **Peter Blommer**, WCF Secretary – Vice Chairman, Blommer



WCF [members](#) operate from six continents, representing 80 percent of the global cocoa and chocolate market, and provide a uniquely informed perspective on the interconnected nature and needs of the cocoa industry.



# The Position

The Vice President for Programmes provides strategic and technical leadership for WCF's portfolio of programmatic work, with a focus on the landmark public-private partnership of the [Cocoa & Forests Initiative](#).

## Duties & Responsibilities

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- **Lead WCF implementation, evaluation, and relaunch of the Cocoa & Forests Initiative (CFI)**, in collaboration with WCF member companies and partner governments, and ensure achievement of key commitments and outcomes set out in the Framework for Actions.
- **Expand WCF's programmatic work over time** in their other priority areas of child labour and farmer poverty.
- **Develop a programme to combat child labour**, working closely with the President and Board to do so, which is effective, practical, and measurable, with a focus on creating real impact and change for affected communities in Ghana and Cote d'Ivoire.
- **Serve as the President's advisor on all matters relating to WCF's programmes**, including their vision, their effectiveness, and their design from stage one, to ensure WCF's programmes remain impactful and world-leading.
- **Support WCF's Leadership Team in technical dialogues with cocoa producing and consuming governments**, and inter-governmental organisations on key issues that affect WCF's programmes, in particular CFI implementation and climate-smart cocoa production.
- **Assess and integrate local feedback and realities** into WCF's programme designs, supported by WCF's Country Directors,
- **Foster learning and knowledge sharing on WCF's programme areas** to ensure that WCF members and stakeholders receive the highest quality support and knowledge they need, in collaboration with the Director of Communications.
- **Support the President to sustain strong relationships with current and potential donors** interested in providing support to CFI and WCF's work, to raise funds to allow WCF's programmes to succeed, serving as the technical expert to communicate the impact of WCF's programmes;
- **Ensure effective leadership of the WCF programmes team**, including delivery of annual budget and work program through cost-effective use of resources in compliance with internal controls and policies;
- **Contribute to WCF 3-person Senior Leadership Team**, and provide cross-support as needed to support implementation of all dimensions of WCF's strategy;



# The Candidate

The ideal candidate for this role will have a strong track record of successful programme development and implementation, and an ability to balance the missions of those programmes with commercial practicalities.

## Competencies & Areas of Expertise

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- **Deep, substantive knowledge of designing, implementing, and evolving international support programmes** in the broader fields of international development and human rights. This knowledge must be informed by the demonstrable understanding that sustainability, human rights, and international support initiatives are fundamentally entangled.
- **Significant experience** building and leading programmes tailored to the realities in which they exist, to ensure success and impact of the programmes.
- **Significant experience building impactful programmes**, supported by measurable evidence and a track record of rigorously pursuing and prioritising impact.
- **Strong familiarity** with institutional frameworks, research and financial institutions, and multi-stakeholder and civil society organisations relevant to global sustainability work which directly affect the success of development programmes.
- Significant experience **building programmes alongside commercial businesses or funders**.
- **Experience managing and mentoring staff** and contributing to a leadership team in a matrixed organisation; and **collaborative spirit**, with a strong commitment to teamwork with internal colleagues and external partners.
- **Demonstrated ability to work effectively in a fast-paced office environment**, including adaptability to rapidly changing priorities, and ability to manage multiple deadlines and deliver high quality work products.
- **Outstanding oral and written communication skills**.

## Essential Qualifications & Traits

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- **Advanced degree in relevant discipline preferred**, including environmental sciences, agriculture, natural resource management, development economics, or related field.
- **Fluency in English**, with French as an advantageous additional language given the languages of WCF's partner countries.
- **Strong understanding of developing country context**, and in particular understanding of the unique regional dynamics in the African continent.
- **Demonstrated programme-building experience** in complex environments that include stakeholders and partners from across multiple different sectors.
- **Strong knowledge of programmes best-practice**, including monitoring and evaluation.
- **Commitment, and ambition, to achieving real change** through international support work.
- **A strong sense of integrity** which underpins the commitments made and partnerships forged.

## Location

The location for this role is expected to be in the UK, EU, or another geography near the CET time zone, and will also require travel to the US, Ghana and Cote d'Ivoire, and eventually other geographies.



# How to Express Interest

We appreciate all expressions of interest, referrals, or nominations for this role. A comprehensive CV along with a cover letter which sets out your motivation to take on such a role and encapsulates the aspects of your experience relevant to the required criteria would be appreciated.

To do so, or to arrange for a conversation in confidence, please contact:

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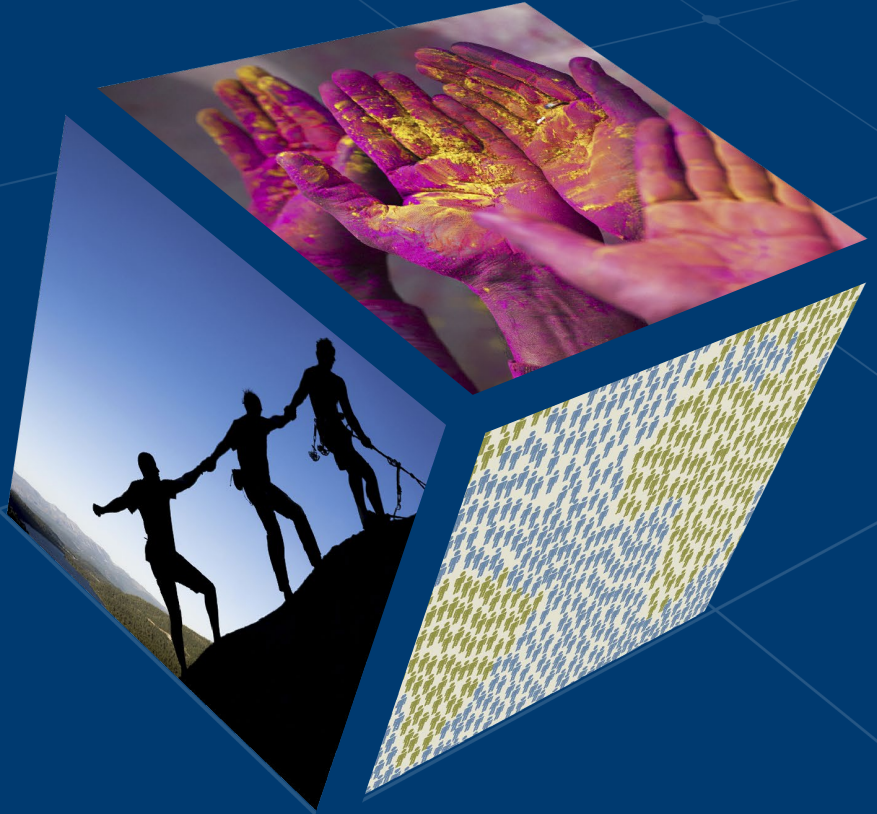


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