

Visual Organisational Chart – Growth Stage Online Green E-Commerce (8–12 People)

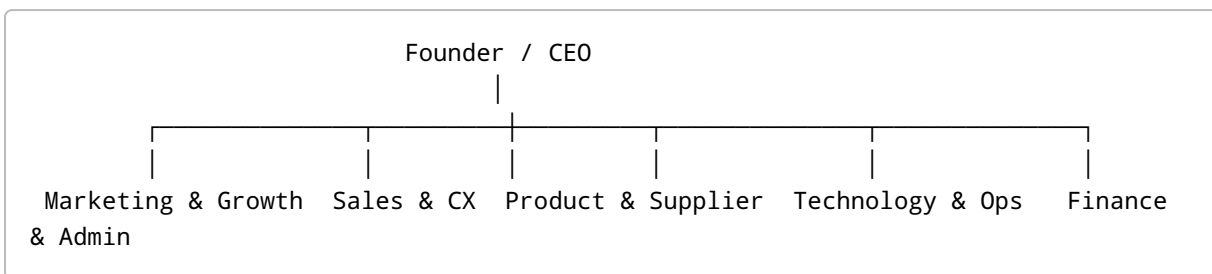
Purpose: Support rising sales, product range expansion, and customer volume.

Leadership

Founder / CEO

Vision • Key Partnerships • Culture • High-level Strategy

Functional Structure



Marketing & Growth (3–4)

Marketing Manager (Lead) - Performance Marketing (SEO / PPC) - Social Media & Email - Website Copy & Content

Sales & Customer Experience (2–3)

Sales / CX Lead - Customer Support Representatives - Promotions & conversion optimisation

Product & Supplier Management (2–3)

Product & Supplier Lead - Product Research & Validation - Supplier Management - Sustainability / Compliance (part-time)

Content & Media (Combined within Marketing)

- Blog writing
 - Product content
 - Basic video & visual assets
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Technology & Operations (2)

IT & Ops Manager - Website infrastructure - Issue resolution - Integrations & security

Finance & Administration (1)

Finance & Admin Coordinator - Bookkeeping - Payroll support - Contracts & compliance

Headcount Summary

| Function | People |
|--------------------|-------------|
| Leadership | 1 |
| Marketing & Growth | 3-4 |
| Sales & CX | 2-3 |
| Product & Supplier | 2-3 |
| Technology & Ops | 2 |
| Finance & Admin | 1 |
| Total | 8-12 |

Notes

- Content remains embedded within marketing at this stage.
- Sustainability oversight often part-time or external.
- Founder steps out of day-to-day execution.