

**Starting date** – as soon as possible

**Salary** - GBP 40,000- GBP 45,000 per annum

*Depending on skills and experience. Appropriate adjustments if Geneva based.*

**Location** – London (UK) or Geneva (CH)

**Closing date** – 15<sup>th</sup> of March 2017

The Better Cotton Initiative (BCI) is an international non-profit organisation in the cotton sector. Our purpose is to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future. This role offers you the opportunity to join an enthusiastic, dynamic team that are making significant global changes.

As the leader of the Communications Team you will raise awareness of our work to improve the understanding of the BCI story, getting our key messages across to a diverse range of audiences. You will have the skills and ability to build strong relationships with the media and key influencers in our sector, be equally at ease writing media releases and opinion articles, and have the knowledge and ability on how to sell the story effectively. Above all you will be an outstanding communicator.

This highly independent role includes close collaboration with the organisation's functional teams to develop strategy and implement innovative communications solutions. Reporting to the Executive Team, you must have the knowledge and experience to lead your team of three and your peers on communication journeys, with the ability to influence internally and externally.

You will call upon experience of designing integrated on and offline communications activity with the proven ability to analyse and act upon analytical data to develop campaigns and messages to increase reach and recall. You will shape contemporary communications to assist in acquiring, retaining and servicing members with relevant information to support them through their user journey and to encourage uptake.

This challenging role offers excellent opportunities for personal and professional development, international travel together with a competitive benefits package.

### Responsibilities

- Manage and mentor the Communication Team, developing and delivering timely and effective communications
- Develop and implement external and internal communications to support and promote business priorities
- Proactively advise and liaise with the Operational Management Team on key communications
- Effectively development engagement with members to encourage demand and uptake
- Respond to complex or escalated enquiries to ensure that corporate communications are accurate, aligned and appropriate
- Build and develop strong relationships with key journalists and influencers, ensuring timely, open and focused response to enquiries to tell the BCI story
- Lead and deliver communications campaigns and strategies at a strategic and hands-on level
- Develop and implement the BCI social media strategy increasing the organisation's online presence, influence and impact
- Provide frameworks and guidance to support colleagues in their promotional activities
- Develop and promote communication tools and resources for members and partners to use to secure consistent messages
- Manage the production and delivery of key outreach material such as the annual report
- Provide regular updates and guidance to colleagues and BCI members, in line with cotton news to ensure that BCI acts as an effective and useful information hub

# Communications Manager

## Job Advertisement



- Work with stakeholders to implement appropriately the BCI Claims Framework and On-Product Mark
- Monitor developments in best practice on public-facing sustainability claims and ensure that BCI guidelines are relevant and appropriate
- Protect and enhance the BCI brand through developing brand use guidelines for partners and members, and monitor
- Effective management of the annual budget for communications activities globally, ensuring cost effectiveness and timely reporting

### Profile

To be successful, candidates will have the following attributes:

Required
Demonstrable ability to lead on both high-level strategic and hands-on operational work
Excellent written and verbal communications skills with the ability to influence
Delivery of digital communications strategy and campaigns with experience in using analytics to shape messages on specific platforms
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of audiences, internally and externally
Familiarity with global media and with a network of communications consultants and influencers
Experience in media crisis preparedness strategy, planning and delivery
Demonstrable strength in relationship management
Ability to effectively prioritise and work well under pressure on multiple projects with competing deadlines showing excellent time and project management
Knowledge or proven keen interest in the issues of sustainability and textiles
Ability to work with diverse groups of people in a multicultural, team-oriented environment
Attention and eye for detail
Fluency in English, both written and spoken, with attentive listening abilities
Willingness to carry out administrative tasks
Desirable
Experience of delivering communication strategy as part of corporate social responsibility
Experience in marketing principles and practices
Knowledge of web development and design programmes
Fluency in one or more of the following additional languages: French, German, Mandarin

### Working arrangements

The position is full-time – 40 hours per week – and will be based in the BCI Office in London (alternatively at BCI headquarters in Geneva). The Communications Manager is expected to attend special events, some of which may occur in the evenings or weekends. International travel will be required.

### Applications

Interested applicants with the required attributes are asked to send a detailed CV and a motivational letter (2 pages maximum), in English, by email to: [recruitment@bettercotton.org](mailto:recruitment@bettercotton.org) with subject: "Communications Manager".

Candidates must be eligible to work in the UK (or Geneva if appropriate).

BCI is an equal opportunities employer, and is committed to good practice and transparency in the management of natural, human and financial resources.