

USA Country Manager (Consultant)

Job Announcement

www.bettercotton.org

The Better Cotton Initiative is looking for a USA Country Manager (Consultant) to establish a Pilot Project and provide strategic direction to our work in-country. S/he will work closely with national stakeholders to ensure that Better Cotton is embedded nationally, and that there is an increasing volume of Better Cotton available from the USA, creating positive economic, environmental and social benefits in a credible way.

Background

Cotton is one of the most important and widely grown crops in the world, and the USA plays a key role in terms of production volumes, innovation within the industry and the ability to strongly influence other cotton producers.

BCI exists 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.

BCI works with a diverse range of stakeholders to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas.

BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

BCI's specific aims are to:

1. Reduce the environmental impact of cotton production
2. Improve livelihoods and economic development in cotton producing areas
3. Improve commitment to and flow of Better Cotton throughout the supply chain
4. Ensure the credibility and sustainability of the Better Cotton Initiative

Building on the success to date where Better Cotton does create positive changes for farming communities, and is being bought by BCI retailer and brand members, BCI has set ambitious targets for the future, increasing Better Cotton volume production 8-fold by 2015 and 26-fold by 2020.

Our model for market transformation is based on focused, manageable activities by BCI itself and clear roles for other supply chain actors, partners and governments. Working with our members and partners, BCI will focus on the key drivers at both ends of the supply chain – supply creation/push and demand generation/pull.

Our Strategic Principles

- BCI is focused on effecting transformational change
- BCI is firmly based on the traceability of Better Cotton
- Credibility and its multi-stakeholder nature are crucial to BCI
- Demand for Better Cotton is key to funding and influence
- BCI enables evidence-based communication within a clear framework
- BCI does not set a premium and pricing is a function of the market
- BCI is a mainstream initiative

2015 Global Targets

Specific Aim	Global Indicator	2015 Target
Reduce the environmental impact of cotton production	Better Cotton hectares under cultivation	2 million
Improve livelihoods & economic development in cotton producing areas	Number of Better Cotton farmers	1 million
Increase commitment to and flow of BC throughout the supply chain	Volume of Better Cotton bought by spinners (MT)	1.5 million

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Job Description

The consultant assigned the role of BCI Country Manager is responsible for developing and overseeing the implementation of the BCI USA Country Plan that will lead to a strong recognition of Better Cotton amongst national stakeholders and a significant scale-up in the volume of Better Cotton produced, and pulled through the supply chain. This will involve structuring, implementing and evaluating a Pilot Project in the first year with farmers and producer groups, and increasing the number of farmers BCI works with via the development of innovative partnerships. The Country Manager will work closely with the head office Partnership Team in the coordination and delivery of a Country Plan that supports the BCI 2013-2015 Strategic Plan.

Responsibilities

Strategic Accountability

1. Lead on the development and implementation of the USA Country Plan, in collaboration with other BCI Managers and the BCI leadership team, to enable delivery of BCI's global strategy and goals.
2. Establish and deliver, in cooperation with the Partnership Director and key strategic partners, a national embedding strategy that ensures national ownership of Better Cotton and the financial viability of BCI in the USA.
3. Develop, oversee and strengthen a network of Implementing Partners within the USA, with support from the Partnership Team, and ensure partners meet their obligations and are recognised for their success.
4. Oversee and manage delivery of core programme activities, in close cooperation with the Partnership Team, to ensure all parties have the capacity and capabilities to deliver on programme objectives.
5. Ensure appropriate escalation to the Partnership Director, of important risks to credibility of operations in-country.
6. Collaborate closely with the Program Director and the Membership Team on the engagement with brands and retailers to increase the demand for Better Cotton.
7. Collaborate with the Membership Engagement Manager and the whole BCI Membership team in recruiting North American retailers and brands to secure deeper engagement and increasing levels of investment in Better Cotton

BCI Team

8. Ensure the efficacy and integrity of BCI and Better Cotton in the USA through sound recruitment, induction, management and coaching of partners, including oversight of farm monitoring and licensing processes, collection of results and impact data, communication of stories of best practice, and provision of membership services and training.
9. Oversee, in particular, the selection, training, and monitoring of Better Cotton gins and other suppliers and manufacturers, on the use of the Better Cotton Traceability System.
10. Take responsibility for sharing knowledge from the USA program to build on best practice and facilitate the transfer of USA farming know-how to other BCI country partners around the globe.
11. Contribute as required to the development of the global programme team, by providing ideas to improve ways of working, sharing knowledge and building the reputation of the BCI as a leading organisation in both the textile and sustainable agriculture sectors.

External Representation

12. Represent BCI in high-level national fora and ensure that BCI maintains a credible status and a solid reputation across the cotton sector.
13. Lead on national policy engagement in order to embed Better Cotton and develop a sound long-term strategy for its continued growth in-country.
14. Contribute written materials, video messages and other front-line communication pieces in order to build BCI and Better Cotton into a well-known and respected brand within and beyond the sustainable cotton sector.

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Financial Accountability

15. Oversee income, expenditure, and associated reporting, ensuring efficient and effective use of financial resources nationally.
16. Oversee, as required, monitoring of project costs by Implementing Partners.

Global Interface

17. Facilitate and support matrix management within the BCI organisation across different global units to ensure coherent and effective international delivery of membership services, income generation, communications and partnerships to maintain the credibility and integrity of Better Cotton.

Beyond these specific responsibilities the consultant USA Country Manager is expected to collaborate on activities as agreed with the Partnership Director to support the delivery of the USA Country Plan and the overall BCI Strategic Plan.

Working Arrangements

The consultant appointed to this role will report to the Partnership Director.

The consultancy role is estimated to require approximately 40 hours per week, and will be home-based in the USA. The consultancy contract will be for an initial one year term, with a conditional renewability clause, and include a 3 month initial trial period.

The consultant may have other clients, provided that they do not interfere with completion of assigned tasks.

The consultant is expected to attend special events, some of which may occur in the evenings or weekends. Frequent travel will be required.

Annual fee (paid monthly) \$70,000-\$85,000 dependent on skills and experience.

All reasonable, business-related expenses will be reimbursed by BCI (subject to BCI guidelines).

Applications (PREVIOUS APPLICANTS NEED NOT TO APPLY)

Interested applicants with the required attributes are asked to send, in English, a detailed CV and a brief motivation letter (2 pages maximum) to BCI by e-mail to: recruitment@bettercotton.org

Application deadline: 18 May 2014 23.00 GMT

Starting date: as soon as possible

We thank all applicants for their interest; however, only candidates short-listed for a telephone interview will be contacted.

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

BCI regrets that it will only be able to accept applications from individuals with the right to work in the USA.

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Profile

To be successful, candidates for the USA Country Manager (Consultant) role will have the following attributes:

Core Competencies	
Business Acumen	<ul style="list-style-type: none"> • Solid understanding of how to manage, analyse and report performance against budget • Strong analytical and problem solving skills, with a proactive approach to finding and proposing solutions to challenges within clearly defined boundaries
Results Orientation	<ul style="list-style-type: none"> • Solutions focused • Focused on successfully building Better Cotton in the USA and globally • Can create solutions from differing opinions
Leadership	<ul style="list-style-type: none"> • Good understanding of how to lead negotiations within a complex context, with multiple stakeholders and yet deliver a desirable outcome • Presence and outgoing personality to externally represent BCI and inspire commitment from a wide range of stakeholders, including senior officials within government and potential funder organisations • Ability to interpret global strategies and guidelines for national implementation • Well-developed personal strategies for time and complex process management
Relationship builder	<ul style="list-style-type: none"> • Works and plays well with others • Excellent collaboration skills across cultures and levels of seniority • Can work across a matrix organisation and achieve results • Can influence with impact where they have no direct power • Excellent ability to nurture and guide partnerships to high performance with high levels of trust

Skills & knowledge

Essential

Excellent English writing, public speaking, influencing and presentation skills

Proven knowledge of national agriculture (esp. cotton) landscape with a good existing network

University degree, or equivalent higher education qualification, in a field relevant to the agriculture or textile sector

Proven interest in sustainability in the agricultural production sector

Deep understanding of policy making and influencing within the USA context, including the role of partnership with business

IT literacy, to include: Word; PowerPoint; Excel; Outlook

Willingness to travel frequently (circa 30%) and to carry out administrative tasks

Desirable

Trained facilitator of professional relationships and / or groups

Knowledge, or a proven keen interest, in cotton production and processing

Experience

Essential

At least 5 years' experience in either the agriculture or the cotton / textile sector within the USA, ideally both

Prior experience in developing and leading a major, complex project including planning, implementation and reporting

Prior experience in the private sector so as to be able to engage with senior business leaders on the business case and procurement processes to ensure uptake of the Better Cotton production.

Proof of achieving tangible results in an independent operating context, with only minimal direct assistance

Prior experience in overseeing and reporting against a budget

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Proof of substantial public speaking experience to inform and persuade audiences to adopt a new initiative
Proven ability to partner effectively internally to ensure successful completion of a programme / project
Experience of strategic planning and execution working in a matrix-style organisational design
Experience of leading or coordinating collaborative programmes involving multiple partners
Proven experience in negotiating partnership / collaboration agreements with suppliers, customers and government agencies
<i>Desirable</i>
Experience of working within the agricultural side of the cotton sector
Existing network of contacts within US/state government organizations regarding the agriculture and/or textile production sector
Experience of working with farmers
Experience of working in sustainability in relation to responsible business practices, in either a not-for-profit or profit-making organization
Familiar with data-gathering and analysis techniques
Good understanding of partnership theory and practice as well as knowledge of the key enablers and barriers to effective and efficient account management