

**The Better Cotton Initiative is looking for a Standards & Learning manager to review, hold and share knowledge on the Better Cotton Standard System internally and externally. S/he will be accountable for ensuring that the organisation continuously learns and improves in line with the BCI mission**



## Background

Cotton is one of the most important and widely grown crops in the world, and with more than 90% of cotton farmers living in developing countries, cotton production is fundamental to the livelihoods of millions of poor farmers and workers. However, current cotton growing methods need to change as they are placing unsustainable levels of stress on the environment and the people who produce it. Change means using fewer pesticides, managing water more efficiently, improving soil health and bio-diversity, enhancing fibre quality, and improving the welfare of farm workers.

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
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## 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

## Job Description

The BCI Standards & Learning manager is responsible for ensuring that the Better Cotton Standard System is designed and improved coherently and understood consistently worldwide. S/he holds and shares knowledge on Better Cotton internally and externally. S/he is responsible for identifying better ways of implementing the different components of Better Cotton on the basis of internal and external learning. The Standards & Learning manager will report to the Director of Standards and Assurance and coordinate closely with the other members of the Standards and Assurance team (the M&E manager and the Standards and Assurance officer).

## Responsibilities

### Better Cotton Standard System

1. To lead on the consistent implementation of the Better Cotton standard system, in particular the mechanisms associated to the Production Principles and Criteria and Assurance model, in order to focus on effecting changes at farm level and reinforce credibility.
2. To implement standard system review procedures in line with the ISEAL best practice codes, to ensure Better Cotton is recognised as a best practice approach to sustainability in sustainable agriculture
3. To coordinate the application review process for the portfolio of field level projects on Better Cotton, in cooperation with key partners, to ensure cost-effective and change-effective programmes are being run by BCI Implementing Partners.
4. To support standards benchmarking and on-going recognition processes with strategic partners.
5. To manage BCI 3rd party verification and assurance oversight mechanisms in order to ensure that BCI approach to assessment maintains a balance between cost and credibility.

### Knowledge management and learning

6. To develop organisational processes for learning within the organisation so that the organisation continuously learns and improves, and can therefore be agile, flexible and adapt its strategic direction.
7. To ensure our members, partners and wider stakeholders benefit from BCI's adoption of credible best practices and innovative approaches

## Job announcement

8. To identify best ways to collect, extract learning from and promote farmer training and trainer guidance materials developed by BCI Implementing Partners, in order to foster learning between partners.
9. To advise on, and support the development of, IT systems which enable efficient and effective communication and information sharing between all stakeholders to support the credibility of Better Cotton.
10. To enable commodities cross-learning in collaboration with other sustainability initiatives in order to build on existing best practices.

## Research and Innovation

11. To establish and encourage a culture of innovation in the organisation, whereby ideas are easily transformed into pilot innovation projects that support the BCI strategic plan,
12. To carry out and/or contract research as required and in support of the BCI strategic plan to enable BCI to work building on existing best practices and knowledge and therefore avoiding re-inventing the wheel.

## BCI Team

13. To take responsibility for collecting, analysing and sharing information from field level implementation and market linkages across BCI countries and globally in order to build on best practice and ensure that mistakes are not repeated.

## External Representation

14. To present and disseminate findings and learning in order to facilitate increased membership and partnerships for BCI.
15. To contribute materials to communication pieces in order to build BCI and Better Cotton into a well-known and respected brand within and beyond the sustainable cotton sector.

## Financial Accountability

16. To actively contribute to the financial management and reporting of the Standards and Assurance unit, in cooperation with the Director of Standards and Assurance to ensure sound financial management.
17. To manage, as required, consultancy budgets and contracts in order to ensure efficient and effective use of financial resources.
18. To support BCI's fundraising efforts in cooperation with the BCI Leadership team to ensure BCI is continually organisationally healthy and 100% financially self-sufficient by 2020.

## Matrix Management

19. To support matrix management within the BCI organisation through strong internal partnering processes and behaviour, in order to ensure effective learning from the implementation of the Better Cotton standard system (from farmer to end users) and improvement to the system that maintains the credibility and integrity of Better Cotton.  
Beyond these specific responsibilities the Standards & Learning manager is expected to collaborate on activities as agreed with the Director of Standards & Assurance to support the delivery of the BCI Strategic Plan.

Job announcement

## Working Arrangements

The successful candidate will report to the Director of Standards and Assurance. The position is full-time (40 hours per week) and will be based in Geneva. Frequent travel will be required.

Salary: dependent on skills and experience.

## Profile

To be successful, candidates for the position will have the following attributes:

Experience
<b><i>Essential</i></b>
At least 5 years' experience of working with multi-stakeholder standard systems
At least 3 years' experience managing external consultants
Experience working in the agricultural /commodity sectors
Proven ability to use participatory design in groups, meetings and multi-stakeholder processes
At least 3 years' international working experience preferably in Africa and/or Asia
<b><i>Desirable</i></b>
Experience working directly with farmers
Experience of developing and promoting a culture of learning and innovation within a dispersed organisation
Experience of working on socio-economic aspects of development in the context of global value chains, including promotion of international labour standards and best practices
Experience of working in both not-for-profit and profit-making organisations

Skills & knowledge
<b><i>Essential</i></b>
University degree, or equivalent higher education qualification, in a relevant field
Demonstrated interest in sustainability and international development
Excellent analytical and problem solving skills with a proactive approach to finding and proposing solutions to challenges within clearly defined boundaries
Creative and systemic thinker with attention to detail
Excellent English writing skills – ability to communicate clearly and concisely
Very good facilitation skills
IT literacy, to include: Word; PowerPoint; Excel; Outlook
Willingness to travel frequently and to carry out administrative tasks
<b><i>Desirable</i></b>
Good understanding of enablers and barriers to scaling up standards systems in sustainable agriculture
Good understanding of project design, management, fundraising and reporting in agricultural development
Academic background in rural/agricultural development and sustainability
Good understanding of best practices regarding knowledge management, learning and innovation
Good working knowledge of another language of interest to BCI (Chinese, Hindi, Urdu, Turkish, French and/or Portuguese)

Job announcement

## Applications

**Applicants must hold a valid permit to work in Switzerland.** Interested applicants with the required attributes are asked to send, in English, a detailed CV and a brief motivation letter (1 page maximum) to BCI by email at [kathryn.driscoll@bettercotton.org](mailto:kathryn.driscoll@bettercotton.org)

**Application deadline: Wednesday 15 May 2014 08:00 GMT**  
**Expected starting date: 1 August 2014 or earlier**

We thank all applicants for their interest; however, only candidates short-listed for a telephone interview will be contacted. **As this job announcement is re-advertised, previous applicants need not re-apply.**

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