

## Director Membership (Demand)

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. The Director of Membership is responsible for:

- developing and overseeing the implementation of the BCI Demand Strategy – a medium-term plan for working across internal teams, with members and beyond to promote the uptake of Better Cotton into global supply chains;
- ensuring that the BCI membership value proposition attracts and retains members from across all five membership categories;
- upholding the BCI Chain of Custody; and
- managing the Better Cotton Online Tracing System (the 'Tracer').

Two teams, Membership and Supply Chain, report into the role.


The Director will report to the COO and form part of the BCI Executive Group – responsible for providing leadership and management to the whole organisation under the direction of the CEO. The role offers the right candidate the opportunity to contribute to the shaping of the BCI forward strategy, with plenty of room for innovation, challenges and learning.

## Responsibilities

In coordination with global staff based in Switzerland, India, Pakistan, China, Turkey and the USA:

- Lead on strategy development and delivery with regard to member recruitment & retention, service delivery, and monitoring with a view both to retaining BCI's multi-stakeholder balance, and to ensuring a growing, active and committed member base
- Continuously evaluate and improve efficiency and effectiveness of BCI service delivery, for example to improve remote member training delivery with regard to Chain of Custody mechanisms, traceability system use, and general membership obligations to ensure efficiencies with a rapidly expanding member base, and credibility of Better Cotton sourcing
- Maintain oversight of the Better Cotton Tracer (BCI's platform for tracking Better Cotton volumes produced and sourced), working with the external provider to further enhance the design and functionality, links to other BCI ICT databases and ensuring ease of use for members
- Ensure overall credibility within the Better Cotton supply chain by leading on an annual programme of supply chain audits, and troubleshooting for new and emerging risks identified
- Work in collaboration with the Communications team and other colleagues to design and deliver an annual programme of member events, including the Global Cotton Conference, regional member meetings, retailer and supplier training workshops, recruitment events, and field visits for members and donors

# Job Announcement

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- In collaboration with the Communications and the Standards & Assurance teams, maintain the Claims framework for Retailer and Brand members, ensuring its continued relevance and applicability and monitoring its use.
  - Ensure Membership obligations are fulfilled and maintain an up-to-date and relevant Member Code of Practice, supervising its implementation and enforcement
  - Maintain abreast of development in commodity traceability in order to give recommendations to the Executive Group on how BCI's Traceability Systems should evolve to stay relevant and deliver value to users.
  - Engage BCI retailer and brand members and their suppliers to ensure increasing sourcing of Better Cotton and consequently payment of Volume Based Fee for field level investment
  - Oversee invoicing and collection of Volume Based Fees, sharing timely updates with the Better Cotton Growth & Innovation Fund, the BCI Executive Group and the BCI Council, and ensuring an increasing contribution from Retailers and Brands into field level investment
  - Organise and drive the team and its resources, and colleagues so that BCI meets its income targets for annual membership fee income
  - Secure Retailer and Brand financial contributions (VBF) to the BCI GIF at minimum 50% of the annual funding amount to meet 2020 farm-level targets
  - Be accountable for managing specific budget lines as the relate to membership and supply chain.
  - To actively contribute to the financial management and reporting of the organisation as a whole, in cooperation with the leadership team and country managers, to ensure sound financial, human and natural resource management.
  - To build and manage an effective team, in line with the BCI values and its HR strategy, to ensure direct reports deliver to a high level of performance their annual and project objectives and represent BCI in a way that upholds its reputation.
  - To actively enable a culture of effective cross-functional management across teams and across countries, through strong internal partnering processes and behaviour, in order to ensure efficient and effective working patterns that deliver the BCI Strategic Plan.
  - To share responsibility for strategic planning and execution, operational decision-making and governance, in cooperation with the Executive Group, to ensure innovation and credibility for the successful delivery of BCI's long-term strategy.
  - To represent and live the ethos of what BCI is to ensure leadership is consistent and reflects strong organisational culture and values.
  - To support the CEO and other Directors as needed and when required, and enable continued effective delivery by the BCI organisation as a whole.
  - To represent BCI in high-level international forums, for example the ICA, ICAC, ISEAL and ensure that BCI maintains a credible status and a solid reputation across the cotton sector globally.
  - To 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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Beyond these specific responsibilities the BCI Director of Membership is expected to collaborate on activities as agreed upon with the COO to support the delivery of the BCI Strategic Plan.

## Profile

To be successful, candidates for the Director of Membership will have the following attributes:

Skills & knowledge
<b>Essential</b>
University degree, or equivalent higher education qualification, in a relevant field
Demonstrated interest in sustainability, international development and the cotton sector
Deep understanding of how textile supply chains work
Excellent understanding of the business case for sustainable raw materials within retailers and brands
Good knowledge of network and member management
Good knowledge of global service design and delivery
Excellent English writing, public speaking and presentation skills
IT literacy, to include: Word; PowerPoint; Excel; Outlook
Willingness to travel frequently and to carry out administrative tasks
<b>Desirable</b>
Sound understanding of project design, management, fundraising

Experience
<b>Essential</b>
At least 10 years' experience of relevant work experience
At least 7 years' in a management position with responsibility for financial management and staff management
At least 5 years' experience managing remote teams
Proven ability to partner effectively internally to ensure successful completion of a program / project
Experience of working in a membership organisation
Experience of strategic planning and execution working in a matrix-style organisational design
Experience of taking ownership for the credibility of a global organisations' brand and external representation
<b>Desirable</b>
Experience of working in the context of global value chains, including promotion of international standards and best practices
Proven ability to use participatory design in groups, meetings and multi-stakeholder processes
Experience of working in both not-for-profit and profit-making organisations

## Working Arrangements

The position is full-time (40 hours per week) and will be based in the BCI Secretariat in London.

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

## Applications:

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Interested applicants with the required attributes are requested to apply via Acre Job:

<http://acre.com/jobs/director-of-membership-demand/>

We thank all applicants for their interest; however only candidates eligible to work in the UK or holders of a valid work permit will be considered.

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