

# Membership Coordinator

## Job Announcement



**Starting date:** As soon as possible and no later than 15<sup>th</sup> June 2018

**Type Contract:** Full-time

**Salary:** £32,500 - £35,000

**Location:** London , UK

**Application deadline:** Midnight 22 April GMT

The Better Cotton Initiative (BCI) is a multi-stakeholder Standards System set up 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 Better Cotton Standard System is a pragmatic, innovative, highly credible and constantly evolving system that is designed for scale and impact. There are currently 1.5 million licensed BCI Farmers and over 1000 BCI Members from across the cotton sector working together to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas. This role offers you the opportunity to join an enthusiastic and dynamic team that are making significant global changes.



Under the supervision of the Senior Membership Manager, the Membership Coordinator will be responsible for maintaining optimal engagement with members in the BCI, and recruiting new members. The role involves regular interaction with apparel and fashion retailers and brands, and other commercial members of BCI, essential for creating Better Cotton demand and generating related volume based fees as they source Better Cotton. It is important to note that these fees are fed back into the BCI field implementation to assure future expansion so that BCI can reach 5 million farmers by 2020. This position is created to support achievement of 2.4 million metric tons of Better Cotton uptake by BCI Retailers and Brand Members in 2020.

This position comes with an incredible growth opportunity for a skilled professional wanting to use a brief but successful sustainability experience in commercial businesses, to work across a more sustainable commodity as it moves from its initial successes to become a mainstream commodity. We are looking for a dynamic and engaging individual able to inspire and guide companies adopting the BCI programme.

## Responsibilities

### Recruitment of Retailers and Brand members (30%)

1. Engage retailers and brands identified as being critical to the BCI mainstreaming effort and help to further fine-tune and expand this list of potential members
2. Be available to support retailers and brands as a group or individually as they embark on their BCI exploration, financial planning and decision-making
3. Accompany retailers and brands through the application cycle to BCI

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4. Effectively use BCI's Salesforce CRM as part of the recruitment, on-boarding and engagement process

### **On-board newly recruited RB members and guide development of their BCI programme implementation (30%)**

5. Plan and deliver meetings with the cross-functional teams of retailers and brand businesses to achieve the alignment necessary to embed an effective BC Programme, while implementing the Better Cotton Chain of Custody
6. Work with new and existing Retailer and Brand members to establish public commitments to uptake 50% of their total cotton consumption at a minimum in their 5th year as a BCI member
7. Ensure that retailers and brands join BCI and effectively start sourcing cotton-containing products as Better Cotton from their 6th month as a member
8. Ensure support for Retailer and Brand Members to establish a communications and marketing plan of action in line with the BCI Claims Framework, for their internal and external stakeholders
9. Enable effective member engagement with different BCI Staff by ensuring proper administration of member files

### **Be the main contact point for support to at least 20 BCI Retailers and Brands (30%)**

10. Follow up with recruited retailers and brands for the first 2 years of joining to ensure that they adopt mechanisms to embed the Better Cotton programme
11. Act as Account Manager for a number of existing Retailers and Brand members to assure the requirements outlined in the section above are fully embedded
12. Ensure member files remain current, and members updated

### **Events and Marketing (10%)**

13. With Membership Team, plan and deliver annual events and recruitment activities geared towards effectiveness in recruitment
14. Support European and international events for retailer and brand recruitment through production and use of targeted communications and marketing, delivering presentations and contacts management
15. Work with BCI staff to assure representation of the membership function as requested
16. Contribute to the development and regular update of member materials for recruitment, events, member training and promotional purposes
17. Carry out retailer and brand peer workshops with a view to having an ever faster adoption of the BC programme through peer learning
18. Support the execution of the global annual alternating member meeting/general assembly and annual global conferences
19. Support all team activities and projects as requested by your line manager.

### **Profile**

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

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Required
At least 3 years' experience working with international retailers and/or brands to implement or execute supply chain sustainability programmes
Ability to effectively make the case for sustainability
Proven ability to collaborate effectively across different teams and cultures, strong relationship building skills and service-oriented attitude
Good computer skills and IT literacy, to include: Word; PowerPoint; Excel
High level proficiency in English, both written and spoken, with attentive listening abilities and the ability to communicate clearly, concisely and authoritatively
Proven ability to multi-task and keep track of several projects running in parallel
Proven ability to work autonomously and adapt to changing priorities
Demonstrated project management skills
Confidence in dealing with different levels of management and practised negotiation skills
Excellent presentation and group training skills
Ability to travel at least 25% of your time mainly in Europe with occasional travel to the Americas and Asia
Desirable
Understanding of Chain of Custody systems and how they apply to sustainable commodities
Good abilities to use the features in Powerpoint, Prezzi to create attractive presentation materials
Event management experience
Experience with using Salesforce and other CRM
Experience in organising / moderating a multi-stakeholder group of individuals for constructive collaboration, in either events or working group.

### Working arrangements

The position is full time (40 hours a week) and based in our office in London. The Membership Coordinator will receive a permanent contract with an initial 3 months' trial period. BCI offers flexible working, with core hours being 10am – 4pm. BCI is currently unable to provide sponsorship for work permits, and candidates need to have a pre-existing right to work in the location where they will be based.

### Applications

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

**Expected start date: as soon as possible and no later than 15 June 2018.**

We thank all applicants for their interest. Please note that due to the large volume of applications we receive, only candidates shortlisted for an interview will be contacted.

Only candidates eligible to work in the UK 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.

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