

Starting date: As soon as possible
Contract Type: Full time contract
Salary: Starting £25,000 to £29,000 per annum, commensurate with skills and experience
Location: London, UK
Application closing date: Midnight 1 March GMT



About BCI

The Better Cotton Initiative (BCI) — the largest cotton sustainability programme in the world — aims to train 5 million farmers worldwide on more sustainable agricultural practices and ensure that Better Cotton accounts for 30% of global production by 2020. In less than 10 years, the Better Cotton Initiative and its on-the-ground partners have supported over 1.6 million farmers in 23 countries in adopting more sustainable agricultural practices. Thanks to these efforts, Better Cotton currently accounts for around 15% of global cotton production.

We are truly a joint effort, encompassing stakeholders all the way from farms to fashion brands and civil society organisations, driving the cotton sector towards sustainability. BCI aims to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

About the Role

BCI seeks a motivated and dynamic individual to support BCI Members – including many of the world's leading brands and supply chain businesses – in creating accurate and credible marketing communications about their efforts to support Better Cotton. The Claims Framework, a set of communications guidelines for members, is one of the six components of the Better Cotton Standard System. With on the job training, the right candidate will become an expert on the Claims Framework and will work on a daily basis to educate, guide and collaborate with members that are using BCI in their marketing communications.

Key Responsibilities

- Review member content for various channels including websites, in-store promotions, social media and direct marketing to ensure it is accurate and credible.
- Review member content for B2B promotion of BCI membership.
- Train members on the Claims Framework and highlight opportunities to communicate in a credible yet accessible and effective way.
- Draft content for the BCI website related to member communications.
- Record member communications activities in Salesforce.
- Conduct reviews of member communications, which will include on-site visits.
- Provide support for various projects as necessary. Tasks may include proofreading, desktop research, preparing presentations and organising webinars.

This challenging role offers excellent opportunities for personal and professional development, together with a competitive benefits package. This new position will report to the Senior Member Communications Coordinator based in Geneva, Switzerland.

The candidate will have the following Skills, Knowledge, and Experience:

| Skills, Knowledge and Experience |
|---|
| <i>Essential</i> |
| Excellent communication skills in English: orally and written |
| Excellent attention to detail |
| Ability to work with diverse groups of people in a multicultural, team-oriented |
| Ability to prioritise and plan effectively, working in a structured manner and to deadlines |
| Demonstrated strength in relationship management and a customer service oriented attitude |
| Demonstrated grasp of the key issues in sustainability and/or knowledge of sustainability-focused ('green') marketing |
| IT literacy, to include: MS Word; MS PowerPoint; MS Excel; MS Outlook as well as experience working with a CRM database |
| Presentation skills; ability to provide trainings to small groups |
| Enjoys learning, innovating and taking on a challenge |
| Willingness to carry out administrative tasks |
| <i>Desirable</i> |
| University degree, or equivalent higher education qualification in Marketing or Communications |
| Working knowledge of online mail distribution software e.g. Mail Chimp |
| Professional proficiency or fluency in Swedish |
| Knowledge of Salesforce |

Working Arrangements

The position is full-time (40 hours per week) and will be based in the London, UK. BCI offers flexible working, with core hours being 10am – 4pm and the option to work from home one day per week.

Travel will be required (10-15%)

Applications

Interested applicants with the required attributes are asked to send a detailed CV (2 pages maximum) and a motivational letter (1 page maximum), in English, by email to: recruitment@bettercotton.org with the subject: "Application: Communications Officer " by the 1 March 2019 at the latest. Interviews will be conducted in March with the aim to have the right candidate in the position by 1 May if possible.

We thank all applicants for their interest; however only shortlisted candidates will be contacted.

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.

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