

# Communications Manager

Full time, permanent contract

**Starting date:** As soon as possible

**Contract type:** Open-ended contract

**Salary:** £45,000 per annum (*commensurate with skills and experience*)

**Location:** Geneva or London

**Application closing date:** 16<sup>th</sup> February Midnight 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.

We are truly a joint effort, encompassing stakeholders all the way from farmers 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 lead the implementation of the field-level impact measurement and reporting communications plan, and to support the Head of Communications in implementing the organisation's communications strategy. Successful candidates will be skilled at conceptualising and producing diverse content that distils complex technical information and makes it accessible and fit-for-purpose for a variety of audiences. The role also entails contributing to the overall organisational communications strategy and requires the ability to look holistically at BCI's objectives and determine the most effective ways for the communication's function to further those objectives. The Communications Manager role demands the ability to work well cross-functionally and deliver key communications projects on time with the support of a Communications Coordinator. We are seeking an individual who is well equipped to perform a breadth of communications tasks and can contribute to diverse projects as necessary.

## Key Responsibilities

- Shape the field-level impact measurement and reporting communications plan and lead on its implementation, which includes launching a results and impact hub on the BCI website, creating farmer results visual collateral and accompanying narrative and developing targeted content about BCI's impact for internal and external stakeholders among other activities.
- Convene the cross-organisational working group on impact communications.
- Contribute timely and effective input and support to the development and delivery of the organisational communications strategy.
- Manage key communications projects on an ad hoc basis, within the team and cross-functionally, to ensure that the objectives are met on time and within budget.
- Produce, and oversee the production of, well-written and compelling copy that distils complex technical material into accessible and engaging material.
- Create digital content and manage campaigns through social media channels or email marketing communications.
- Proofread and edit copy and materials as necessary.

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- Support the Senior Communications Manager to respond to complex or escalated enquiries to ensure that organisational communications are accurate, aligned and appropriate.
- Manage budget lines for projects and activities as necessary.

This challenging role offers excellent opportunities for personal and professional development, together with a competitive benefits package. The position reports to the Senior Communications Manager who heads the organisation's communications function and is a member of the Leadership Team.

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

<b>Skills, Knowledge and Experience</b>
<b><i>Essential</i></b>
Demonstrated ability to lead on both high-level strategic and hands-on operational work
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of audiences, internally and externally
Effective people management and supervision skills
Excellent communication skills in English: orally and written
Ability to work with diverse groups of people in a multicultural and team-oriented environment
Ability to prioritise and plan effectively, working in a structured manner and to deadlines
Demonstrated grasp of the key issues in sustainability and/or knowledge of sustainable agriculture especially in the smallholder farming context, or alternatively, of the textile and fashion value chains
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
<b><i>Desirable</i></b>
University degree, or equivalent higher education qualification in Communications, Journalism, Writing or related area of study
Existing knowledge of sustainability standard systems
Existing knowledge of monitoring and evaluation efforts and approaches within the sustainability or development sectors - to include impact evaluation, life cycle assessment, performance monitoring, theories of change
Experience in creating data visualisation for communications purposes
Working knowledge of online mail distribution software e.g. Mail Chimp
Knowledge of Salesforce

## Working Arrangements

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

Some travel may be required.

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## Applications

Interested applicants with the required attributes are asked to send a detailed CV (3 pages maximum) and a motivational letter (2 pages maximum), in English, by email to: [recruitment@bettercotton.org](mailto:recruitment@bettercotton.org) with the subject: "Application: Communications Manager" by the 16<sup>th</sup> February at the latest.

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.