

# Communications Officer

12-month contract

**Starting date:** As soon as possible

**Contract type:** 12-month, full-time contract

**Salary:** Starting at 55,000CHF commensurate with skills and experience

**Location:** Geneva, Switzerland

**Application closing date:** 24 February 2020



## About BCI

The Better Cotton Initiative (BCI) — the largest cotton sustainability programme in the world — trained over two million farmers in 21 countries last season on more sustainable agricultural practices and aims make Better Cotton a mainstream sustainable commodity.

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 organised individual to support core operations of the Communications Team. The role requires someone who is comfortable working in a fast-paced environment and is a quick learner. This position will support the Communications Team on key activities and projects. This is an excellent opportunity for someone who is passionate about sustainability and is interested in organisational communications.

## Key Responsibilities

### Media engagement support

- Review daily media monitoring reports and create initial drafts of the weekly summary.
- Support on quarterly media reporting to the wider organisation.
- Support the Senior Communications Manager to update and further develop the BCI media kit and digital press room.
- Set up media email updates as necessary for members and other stakeholders.
- Collect and update key figures and information for diverse media management activities.

### Research, content support and updating information

- Proofread diverse content for the website and email marketing communications.
- Conduct desktop research and fact checking for key communications pieces and media monitoring purposes.
- Collect data and qualitative information for quarterly report that monitors progress against the Communications Team's objectives.
- Update key facts, figures and messaging in the staff Communications Resource Library.
- Update PPT slides with the latest key messages and figures, whilst adhering to the brand guidelines.
- Update the BCI website as necessary.
- Work with the Membership Team to ensure that the most up-to-date Retailer and Brand Member logos are uploaded to the BCI website.

## Key project support

- Support the Senior Communications Manager in launching and implementing the 2030 communications campaign.
- Support the Senior Communications Manager in rolling out organisational key messages across teams throughout the organisation and updating or creating related materials and resources.

## Social media, email marketing communications and webinars

- Clean the MailChimp mailing lists and work with the Membership Team to ensure Salesforce entries are up-to-date.
- Support on Twitter, Instagram and LinkedIn engagement and content creation.
- Set up and manage registration for communications and media related member webinars.
- Support in creating promotional and follow-up emails related to members webinars.

## Miscellaneous activities

- Collate, edit and deliver the weekly BCI Team News email.
- Support on developing a new system to store BCI Farmer quotes (gathered from content gathering trips and from in country staff who are visiting the field while supporting a professional photographer.)

This role offers excellent opportunities to learn about sustainability issues within the cotton sector and gain experience in organisational communications. The position will report to either the Communications Coordinator or Senior Communications Manager.

The candidate will have the following skills, knowledge and experience:

<b>Skills, Knowledge and Experience</b>
<b><i>Essential</i></b>
Ability to carry out administrative tasks and project activities with accuracy and in a fast paced environment
Ability to problem solve creatively and logically
Strong organisational 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
IT literacy, to include: MS Word; MS PowerPoint; MS Excel; MS Outlook as well as experience working with a CRM database
Working knowledge of online mail distribution software and content management systems (MailChimp and Word Press)
Enjoys learning, innovating and taking on a challenge
<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 the cotton and/or textile sector

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Working knowledge of online mail distribution software and content management systems (MailChimp and Word Press)
Project management experience
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.

## 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 Officer” by 24<sup>th</sup> February 2020 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.