

Communications Coordinator

Full time, permanent contract

Starting date: As soon as possible

Contract type: Full time contract

Salary: £32,500 to 37,500 / CHF 70,000 to CHF 80,000

Location: Geneva or London



About BCI

The Better Cotton Initiative (BCI) — a global not-for-profit organisation – is the largest cotton sustainability programme in the world. The Better Cotton Standard System is BCI's holistic approach to sustainable cotton production which covers all three pillars of sustainability: social, environmental and economic.

In the 2018-19 cotton season, together with our partners, BCI provided training on more sustainable agricultural practices to 2.3 million farmers from 23 countries. BCI is truly a joint effort, encompassing organisations all the way from farms to fashion and textile brands to civil society organisations driving the cotton sector towards sustainability. Thanks to the support of BCI partners and members, Better Cotton now accounts for 22% of global cotton production.

About the Role

BCI seeks a motivated and dynamic individual, comfortable working in a fast-paced environment, to play a key operational role that supports the Communications function in executing and monitoring the communications strategy. The role involves developing diverse content – including news releases, blog posts and stakeholder resources – to tell the BCI story in a clear and compelling manner, and will require the coordination and delivery of wide ranging communications projects. The Communications Coordinator must be capable of working well cross-functionally as well as with external vendors and consultants. The role also includes supporting with media management activities including fielding media enquiries and drafting news releases.

Key Responsibilities

25%: Content development

Draft, coordinate and roll out engaging content across all of BCI's organisational communications platforms to effectively tell the BCI story. This includes proofreading and editing copy and materials and will often require cross-functional engagement. Examples of outputs include:

- FAQs;
- Blog, social media and newsfeed posts;
- One-pagers and fact sheets;
- Updated website content; and
- Email marketing communications.

50%: Media support

Support with media management and engagement activities. These activities include tracking and monitoring media coverage and incoming media requests as well as maintaining up-to-date media materials and Q&As covering a wide range of topics. Responsibilities include:

- Fielding media enquiries;

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- Media monitoring;
- Coordinating a weekly global media report;
- Drafting responses to enquiries;
- Drafting news releases;
- Drafting internal processes; and
- Maintaining a suite of off-the-shelf materials.

25%: Operational support & project management

Coordinate the development and delivery of diverse communications projects and support the function with key communications outputs. This work includes monitoring analytics where relevant and creating reports that detail the strengths and weaknesses of communications campaigns and strategies. Examples of projects and activities may include:

- Organisational reports;
- Event-specific communications;
- Presentations;
- Coordination of procurement and contract documents;
- Coordination of infographics and visual collateral; and
- Regional communications support as needed.

The Communications Coordinator reports to the Senior Communications Manager.

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

Skills, Knowledge and Experience
Essential
3+ years experience in a communications or marketing role.
Strong time management and organisational skills and ability to meet deadlines.
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of audiences, internally and externally
Strong interpersonal skills and the ability to work effectively within a collaborative team.
Ability to work both independently and as part of a team.
Excellent communication skills in English: orally and written.
Knowledge of communications and marketing ethics and best practices.
Ability to work with diverse groups of people in a multicultural and team-oriented environment.
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 training to small groups and create visually compelling presentations.
Enjoys learning, innovating and taking on a challenge.
Willingness to carry out administrative tasks.
Desirable
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.
University degree, or equivalent higher education qualification in Communications, Journalism, Writing or related area of study.

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Existing knowledge of sustainability standard systems.
Working knowledge of online mail distribution software e.g. Mail Chimp.
Knowledge of Salesforce.
Knowledge of Adobe Creative Cloud applications.

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 will be required.

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 with the subject: “Application for Communications Coordinator” by 9 am CET, Monday 15th 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.