

# Request for Proposal Website Copywriting

**RFP n#:** 2021-01-CO-WEB  
**Location:** Remote  
**Start date:** 29 January 2021  
**End date:** 26 February 2021  
**BCI contact:** Emma Upton  
[emma.upton@bettercotton.org](mailto:emma.upton@bettercotton.org)



**Application deadline:** 15 January 2021

All applications must be sent to [tender@bettercotton.org](mailto:tender@bettercotton.org) and addressed to the BCI contact, with the subject header: "Application RFP Website Copywriting (2021-01-CO-WEB)". Further information about the project and position is detailed below. Questions, requests and applications sent after the deadline (15 January 2021) will not be considered.

## BCI BACKGROUND:

The Better Cotton Initiative (BCI) is a global not-for-profit organisation and the largest cotton sustainability programme in the world. BCI exists 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. In the 2018-19 cotton season, BCI and our on-the-ground partners provided training on more sustainable farming practices to 2.3 million cotton farmers across 23 countries, and Better Cotton (the cotton grown by BCI Farmers) accounted for 22% of global cotton production.

## PROJECT SUMMARY:

In line with the launch of BCI's 2030 strategy and to take the organisation forward into its next decade of operation, BCI is undertaking a full rebrand. This exciting rebrand project includes building a brand new website for BCI. To take our online presence to the next level, we would like to work closely with a professional copywriter as we build and populate our new website. You can find the existing BCI website here: <https://bettercotton.org/>.

## PROJECT DELIVERABLES:

- Raise the bar on BCI's creativity, writing fresh copy that connects with the desired audiences and drives action.
- Redevelop copy for a series of feature web pages for BCI, including who we are and what we do, as well as membership and partner pages. (Approximately 10-15 top-level pages, of varying lengths between 150-500 words each).
- Copyedit and refresh/tweak existing content including revising our FAQ page and country programme pages (approximately 15-20 pages of varying length).
- Comfortably develop a voice, style, and other characteristics for BCI's online presence.
- Ensure the new BCI website contains clear and compelling language and is accessible to non-sustainability specialists.

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When applying, please provide your hourly/day rate and an estimated breakdown for the tasks outlined above.

### EXPERIENCE, SKILLS AND COMPETENCIES:

- Relevant qualifications in journalism, english, communications, or related discipline.
- Minimum 4-5 years professional copywriting experience, with a focus on developing copy for web.
- Experience working with non-profits / sustainability standards is desirable.
- Ability to work independently to meet deadlines.
- Excellent organisational skill and multitasking ability.
- Experience working with content management systems, WordPress, etc.
- A keen eye for detail.
- Please share examples of your work when applying.

### WAYS OF WORKING:

The BCI Project team will include, but is not limited to:

- Senior Communications Manager
- Communications Manager
- Senior Communications Officer
- Strategic Consultancy - Change Agency
- Web Development Agency - WellStudio

Microsoft Teams is our preferred platform for project coordination and collaboration. Weekly meetings will be organised for the duration of the project.

### TIMELINE

	<b>Application process</b>
<b>By Friday 15 January 2021</b>	Submission of CV and cover letter to <a href="mailto:tender@bettercotton.org">tender@bettercotton.org</a> , headed "Application RFP Website Copywriting 2021-01-CO-WEB" addressed to Emma Upton.  Please share examples of your work, as well as your hourly/day rate.
<b>18 January – 22 January 2021</b>	Application review & shortlisting / interviews.
<b>By 25 January 2021</b>	The successful applicant will be notified. Unsuccessful shortlisted applicants will also be notified.
<b>By 29 January 2021</b>	<b>Project kick-off</b>
<b>February 2021</b>	Develop and deliver new and revised copy for the BCI website.

We thank all applicants for their interest; however only shortlisted applicants will be contacted. BCI is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under these principles and subject to BCI's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.