

Creative Design Officer

Starting Date: As soon as possible

Contract type: Full time, permanent

Salary band: £26,900 per annum

Location: London, UK

Application closing date: Midnight 06 12 2021 GMT

Background

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In challenging times, we are meeting the challenge head on. Through our network of field-level partners we have trained over 2.5 million farmers - from the smallest to the largest - in 23 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard. We have united the industry's stakeholders behind our efforts, from ginners and spinners to brand owners, civil society organisations and governments. Everyone who cares about cotton and its sustainable future can now be part of something better.

About this role

As Better Cotton grows and sets about delivering on its strategy to 2030, the need for the organisation to develop more engaging, compelling communications materials is increasing rapidly. Infographics, videos, animations, reports, webpages, presentations, webinars, and stories from the field are all examples of digital communications that we are looking to improve from a stakeholder-oriented design perspective.

Better Cotton is looking for a Creative Design Officer to join our growing Communications Team as the person looking after the production of these materials. This is an excellent opportunity for individuals who have a passion for both creative design and sustainability.

In this role the officer would support Communications Team members and wider Better Cotton staff with design direction, and decisions, and then deliver on agreed outputs, principally using the officer's in-house design capabilities, but occasionally through the use of third-party suppliers.

The successful candidate will bring expertise and proven skills in creative design, particularly with the main elements of Adobe Creative Cloud. Alongside experience putting together publications – ranging from smaller external-facing documents to larger Annual Reports, you'll have an impressive portfolio of multimedia projects behind you. The successful candidate will bring a proactive and thoughtful approach to the role and will be willing to make innovative and constructive proposals for Better Cotton's digital materials.

Responsibilities

The Creative Design Officer would:

- Work with the Communications Team on design direction and planning.

- Produce and maintain creative assets, including but not limited to:
 - o Videos
 - o Graphics/Infographics
 - o Annual Report and Impact Report
 - o Case studies and other long-form publications
 - o Icon suites & brand architecture
 - o Presentations
 - o Templates for Better Cotton staff
- Write design briefs for larger projects and liaise with third-party design agencies on procurement and project delivery.
- Coordinate user-generated video content gathering using our online platform.
- Maintain our Digital Asset Management system (Canto), including image metadata and portals for members and partners.

Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
<ul style="list-style-type: none"> • Experience of working with Adobe Creative Cloud applications, including Premiere Pro, Illustrator, After Effects and Photoshop.
<ul style="list-style-type: none"> • Proven experience of document design for print formats evidenced in a strong portfolio of work.
<ul style="list-style-type: none"> • Proven knowledge of current standards, software, industry knowledge, and best practice in the fields of content design and brand management.
<ul style="list-style-type: none"> • Ability to contribute to the development and delivery of compelling communications and/or related strategies.
<ul style="list-style-type: none"> • Proven ability to produce excellent creative projects to tight deadlines and under pressure.
<ul style="list-style-type: none"> • Ability to robustly evaluate activities and projects, identify areas for improvement, and plan new approaches and tactics.
<i>Desirable</i>
<ul style="list-style-type: none"> • Interest in sustainable agriculture and standards systems.
<ul style="list-style-type: none"> • Experience of working in non-profit and/or sustainability initiatives

Working arrangements

The position is full-time (40 hours per week) and will be based in the London office. Better Cotton 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, in English, a detailed CV and a brief cover letter (2 pages maximum) to Better Cotton by email with subject “**Application for Creative Design Officer**” to: recruitment@bettercotton.org

Application deadline: 6 December 2021

We thank all applicants for their interest; however, only candidates short-listed for a telephone interview will be contacted. Better Cotton is an equal opportunity employer and is committed to good practice and transparency in the management of natural, human, and financial resources.