

Smallholder Livelihoods Manager

Starting Date: As soon as possible

Contract type: Permanent

Salary: London: 49,000 – 55,000 GBP / Geneva: 90,500 CHF – 95,000 CHF / Lahore: 5,000,000 PKR - 5,500,000 PKR

Location: London / Geneva / Lahore

Application closing date: 3rd April 2022

Background

Better Cotton is the world's leading sustainability initiative for cotton. Our mission is to help cotton communities survive and thrive, while protecting and restoring the environment. Better Cotton operates on a truly global scale. Through our network of field-level partners we have trained over 2.5 million farmers in 23 countries in more sustainable farming practices. Almost 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 producers, ginners and spinners to brand owners, civil society organisations and governments.

To overcome poverty in the farming community is one of the most complex challenges faced by rural agricultural communities across the world. Better Cotton is seeking to play a stronger role in the solution through our strategic aim to 'enhance the well-being and economic development of cotton farmers'. At a minimum we want cotton farming to be economically viable, and we want to see cotton farmers thriving, especially for smallholders – who make up over 95% of the farmers growing Better Cotton. Better farming practices are not just about better soil and better crops. They mean improving income, and decent working conditions.

Our livelihoods approach will be implemented through the development of country-level action plans and partnerships at both regional and global levels. Exploring new sources of funding to embed the approach will also be critical.

About this role

Better Cotton is seeking a motivated and ambitious **Livelihoods Manager** to ensure that we deliver on our strategic aim to 'enhance the well-being and economic development of cotton farmers'. Alongside our 2030 Strategy we are also launching impact targets across five thematic areas - climate change mitigation, soil health, pesticide use, smallholder livelihoods and women's empowerment. This role will be responsible for finalising the livelihood target, ensuring livelihoods improvements are embedded into the Better Cotton Standard and supporting country teams to maximise opportunities for livelihood improvements in the delivery of our projects.

These opportunities will include forging new partnerships with key civil society, NGO, private sector, academic and governmental actors, leading on communications related to our livelihoods work,

providing technical input, and supporting country-level staff and partners to develop localised livelihoods action plans.

The ideal candidate will understand smallholder production systems and the structural causes of vulnerability for smallholder farmers. They will know the levers for increasing resilience to shocks and have experience of livelihoods interventions such as improved access to markets and value chain development, individual skill and enterprise development (including formation of producer organisations), access to finance and insurance, financial and business management training, and digital farming services and platforms that offer new opportunities to support smallholder farmers. The preferred candidate will have an understanding of gender and protection issues in livelihoods and economic development. Experience in defining and rolling out monitoring, evaluation and learning plans is also a benefit.

This is a new, and exciting role which has the potential to fundamentally shape how the cotton farming sector contributes to improved livelihoods, while also helping ensure that cotton farmers can survive and adapt in the face of multiple challenges.

Responsibilities

The role will report into the *Senior Manager: Sustainable Agricultural Practice* within the Programmes Function at Better Cotton. It will involve close collaboration with other internal teams including Standards & Assurance, Monitoring & Evaluation, Communications, Fundraising, and country-level implementation teams (e.g., in India, Pakistan, and parts of Africa).

2030 Target Setting

- Refine and set global target/s for measuring improvements in smallholder livelihoods building out additional detail and working with the Monitoring and Evaluation team to establish monitoring protocols
- Support the country teams and implementation partners to develop implementation plan/s to deliver the target
- Consult with internal and external stakeholders to identify priority project and activity areas
- Ensure the livelihood target remains aligned with global livelihoods ambitions as set by the SDGs and other relevant target setting bodies or thought leading organisations, and considers evolving scientific developments and research

Further embed livelihoods improvements into the Better Cotton Standard and programmes

- Provide input and technical oversight into the revision of the Better Cotton Principles & Criteria (farm-level standard)
- Provide technical support, as relevant, on topics such as access to markets and value chain development, individual skill and enterprise development (including formation of producer organisations), access to finance and insurance, financial and business management training, and digital farming services and platforms
- Work closely with the Climate Change Manager to support the development of the 'Just Transition' pillar of Better Cotton Climate Approach
- Encourage the prioritisation of livelihoods in the design of all new and revised watershed/ landscape-based approaches and nature-based solutions tested or rolled out by Better Cotton or implementing partners

- Work closely with the Gender and Decent Work leads to ensure livelihoods considerations encompass workers, and in particular vulnerable groups such as migrant workers, women and youth
- Monitor operational research and evidence building on livelihoods in programmes to inform and strengthen programme/proposals design and grants given by the Growth & Innovation Fund

Partnerships and stakeholder engagement

- Lead on identifying and setting up new global level partnerships with critical NGOs, multistakeholder groups, government actors, and others to help drive progress on livelihood improvements
- Support country teams in identifying and setting up effective partnerships
- Participate in livelihood-focused working groups or cross-sector initiatives, as required including the ISEAL Living Income Community of Practice and ISEAL Living Wage Working Group
- Regularly monitor trends and developments related to livelihoods in agriculture, and feedback key opportunities and implications to Better Cotton teams and functions

Communications

- Work closely with the Better Cotton Communications team and other functions to develop key messaging around smallholder livelihoods and progress (e.g., blogs, videos, webinars, etc)
- Participate in speaking events, conferences, or panels where appropriate to represent our livelihoods work and share learning and innovations and provide thought leadership on the topics of livelihoods and improved resilience
- Develop Better Cottons advocacy work and support IPs with advocacy needs

Fundraising

- Support the fundraising team with technical input on livelihood related funding proposals
- Collaborate with fundraising and other functions to identify new or innovative funding models related to livelihoods

Other

- Collaborate with M&E to support on development of reporting indicators and frameworks to monitor progress against livelihoods targets
- Support on other internal and external projects or initiatives, as capacity allows and as agreed with line manager

Profile

Skills, Knowledge and Experience
<i>Essential</i>
University degree, or equivalent higher education qualification, in a relevant field
Demonstrated expertise related to smallholder livelihoods in agriculture
Proven work experience in a relevant field related to livelihoods, agriculture, standards systems, and/or international development
Excellent organisational skills – ability to handle multiple projects in parallel, prioritize, and meet deadlines

Proven ability to collaborate effectively (in-person and through use of virtual tools) across different teams and cultures, strong relationship building skills & service-oriented attitude
Proven experience in brokering new partnerships
Excellent written and verbal communication skills – ability to communicate clearly and concisely, as well as the ability to assimilate and process information for wide-ranging audiences
Proven ability to work autonomously with a high level of personal effectiveness and ability to adapt to changing priorities
Aptitude to appraise arguments critically and logically, organise ideas in a clear and concise manner, and draw conclusions and formulate arguments in way that is effective, concise and specific
Financial skills, particularly building and managing budgets
Excellent computer and IT skills, including: Word; PowerPoint; Excel, Outlook, Teams
Fluent in English– ability to communicate clearly and concisely
<i>Desirable</i>
Experience of living in South Asia or Sub Saharan Africa or extensive visits to the regions
Experience developing and implementing monitoring frameworks at scale
Expertise in fundraising or business development
Experience in farmer training and capacity building
Competency in languages most relevant to BCI countries, such as Hindi, Urdu, Mandarin, French, Portuguese and Turkish

Working arrangements

This is a full time (40 hours per week) position on a permanent contract, with a three-month probation period to start. Ideally, the role will be based in the UK or Switzerland with ability to attend at least on a part-time basis Better Cotton head offices. Better Cotton supports flexible working and the position can be split between remote work and office. Other locations will be considered for the right candidate, ideally still in places where Better Cotton staff are already based.

Covid dependent, the position will include travel – likely 1-2 short-haul trips per year and 1-2 longer trips to a cotton-growing region (Africa, South Asia, Americas).

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 via [this link](#).

We thank all applicants for their interest; however, only candidates short-listed will be contacted.

Better Cotton 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.

Better Cotton is an equal opportunities employer, and is committed to good practice and transparency in the management of natural, human and financial resources.

Better Cotton has a zero tolerance approach to any attitudes or behaviours that put children or adults at risk of harm. Safeguarding incidents are acts of serious misconduct and are grounds for disciplinary action, up to and including, dismissal and referral to relevant authorities for criminal prosecution.