Communications Campaign Coordinator
Applications deadline: 12 September 2022

Request for Proposals - Communications Campaign Coordinator

RFP n#: 2022-08-CM-CCC
Location: Remote
Start date: ASAP
End date: 6-12 months

Better Cotton key contact:
Eva Benavidez Clayton
Director, Communications
tender@bettercotton.org

All applications must be sent by email, to tender@bettercotton.org ONLY with the subject header:
"Application RFP Communications Campaign Coordinator – RFP n# 2022-08-CM-CCC".
Questions, requests and applications sent after the deadline (12 September 2022) will only be considered in exceptional circumstances.

Description

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 difficult times, we are meeting the challenge head on. Through our network of field-level partners, we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world’s cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: www.bettercotton.org

Background

Better Cotton launched its 2030 Strategy last year to set the direction of our ten-year plan to make cotton better for the farmers who produce it and for all those who have a stake in the future of the sector. The 2030 Strategy consists of five new impact target areas to measure and report on. These areas are designed to drive lasting change across the environmental, economic, and social aspects of
sustainability at farm level for cotton-growing communities. Each impact area will have a target and will be accompanied by one or more associated indicators to measure progress.

The five impact areas are:

1. **Climate change mitigation:** In December 2021, we launched the associated target, which is to reduce greenhouse gas emissions per tonne of Better Cotton produced by 50% by 2030.
2. **Smallholder livelihoods:** Target to be launched during 2023
3. **Soil health:** Target to be launched by end 2022
4. **Women’s empowerment:** Target to be launched by end 2022
5. **Pesticide use:** Target to be launched by end 2022

Better Cotton seeks a motivated and dynamic individual or organisation to support its Communications Team and Impact Targets Internal Working Group to engage members and stakeholders with the ambition of the 2030 strategy, for a period of between 6-12 months.

# Scope of Work

The expected output will be to create and implement a communications campaign to roll out the remaining four impact targets to ensure our diverse stakeholders support and understand the targets and how they will help drive tangible change.

Examples of outputs/tasks include:

- **Benchmarking:** Understanding similar organisations’ approaches to setting and communicating about issue-based targets and indicators.
- **Consulting relevant Better Cotton staff:**
  - Working with the Impact Targets Working Group to understand the targets and research that has been carried out to produce them.
  - Assessing key stakeholders to understand their related targets, the type of information that would be most effective for them, and creative ways to use the release of the targets to inspire engagement with Better Cotton.
  - Understanding the wider communications context and priorities for the Communications Team.
  - Understanding how the Impact Targets fit within the wider organisational context and how they complement other activities designed at driving change at farm level.
- **Coordinating touchpoints with Better Cotton’s Leadership Team and other relevant internal stakeholders.**
- **Creating a balanced cross-channel campaign plan, including**
  - Targeted member communications
  - News posts and blogs
  - Member webinars
  - Social media strategy
  - Integrated media engagement (working with our existing PR agency)
  - Appropriate creation of visual elements: videos/infographics
  - Events (in-person and virtual) and other speaking opportunities
- **Working with the Communications Team to implement the plan, including:**
  - Coordinating copywriting/editing
Communications Campaign Coordinator
Applications deadline: 12 September 2022

- Creating social media content
- Liaising with the Creative Design Officer and/or external agencies for visual content
- Contributing to press releases

The initial communications campaign plan should be planned to span 9-12 months, but also include suggestions for communications for 2-3 years beyond that.

High-level Timeline

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<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>12 September 2022</td>
<td>All applications must be submitted by email, headed “Application RFP Communications Campaign Coordinator – RFP n# 2022-08-CM-CCC” addressed to Eva Benavidez Clayton at <a href="mailto:tender@bettercotton.org">tender@bettercotton.org</a></td>
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<tr>
<td>12 Sept to 16 Sept 2022</td>
<td>Applications review &amp; shortlisting / Interviews</td>
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<td>By 21 Sept 2022</td>
<td>The successful applicant will be notified</td>
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<td>Unsuccessful shortlisted applicants will also be notified</td>
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<td>September 2022 (as early as possible following successful application)</td>
<td>Start of the consultancy</td>
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Required Skills & Knowledge

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<th>Skills, Knowledge and Experience</th>
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<td><strong>Essential</strong></td>
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<td>Significant experience in communications strategy</td>
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<td>Demonstrable awareness of sustainability standards and pertinent sustainability issues</td>
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<td>Understanding of agriculture and/or the textile and apparel industry (knowledge of raw materials and retail markets, industry trends)</td>
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<td>Strong writing and editing skills</td>
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<td>Experience developing campaigns aimed at retailers, brands, and civil society</td>
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<td>Extensive expertise in project management, cross-functional collaboration</td>
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<td>Ability to effectively monitor performance and report on results</td>
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<td>Strong interpersonal skills and the ability to work effectively within a collaborative team</td>
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<td>Fluent English: Better Cotton’s language of operation is English</td>
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<td><strong>Optional</strong></td>
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<td>University degree in Sustainability, Communications or Public Relations</td>
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In addition to skills, competencies, and expertise, we will consider value for money and demonstrable expertise in the sustainability field when evaluating applications.
Communications Campaign Coordinator
Applications deadline: 12 September 2022

Application Requirements

Proposals responding to this Request for Proposal should include the following:

- Cover letter
- CV, if an individual, otherwise an overview of company and experience undertaking similar work
- Maximum 1 page summary of a proposed strategy approach for Better Cotton
- Detailed and transparent budget, preferably in euros, including time allocation and day rates.

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton’s policies on an equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.