

Request for Proposals - Social Media Freelancer

RFP n#: 2022-07-CM-SMF

Location: Remote

Start date: ASAP

End date: Ongoing

Better Cotton key contact:

Joe Woodruff, Communications Manager
Communications Team
tender@bettercotton.org



All applications must be sent by email, to tender@bettercotton.org **ONLY** with the subject header: "Application RFP Social Media Freelancer – RFP n# 2022-07-CM-SMF".

Questions, requests and applications sent after the deadline (19 August 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 seeks a motivated and dynamic individual to support the Communications Team in executing and monitoring Better Cotton's social media strategy. The Social Media Freelancer will create, post and manage engaging content across all of Better Cotton's social platforms: LinkedIn, Twitter & Instagram. They will work with the rest of the Communications Team to plan, develop, and implement



digital communications priorities for the organisation, aimed at improving perception and awareness of Better Cotton.

This role offers a great insight into a fast-growing international sustainability organisation working in one of the largest commodity markets and will offer excellent development opportunities.

Scope of Work

The expected output will be to draft, coordinate and roll out engaging digital content across all of Better Cotton's social media platforms to effectively tell Better Cotton's story. Examples of outputs include:

- Developing social media content
- Creating and managing social media campaigns
- Working closely with in-house Creative Design Officer to create visual collateral
- Monitoring post/content performance and reviewing social media analytics
- Reporting back to the Communications Team and making recommendations for future content and campaigns
- Research and recommendations on paid-for/sponsored content

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

The role will be on a part-time basis, estimated at 6-8 hours per week to begin with.

High-level Timeline

19 August 2022	All applications must be submitted by email, headed "Application RFP Social Media Freelancer – RFP n# 2022-07-CM-SMF" addressed to Joe Woodruff at tender@bettercotton.org
22 August to 26 August 2022	Applications review & shortlisting / interviews
By 29 August 2022	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
September 2022 (as early as possible following successful application)	Start of the freelance opportunity

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
4+ years' experience in a social media or marketing role
Strong writing and editing Skills
Solid knowledge/understanding of social media specific methods/tools
Digital marketing track record e.g. paid advertising, social media, SEO etc.
Experience in advanced social media/analytics/SEO and reporting processes
Ability to work with diverse groups of people in a multicultural and team-oriented environment
Knowledge of communications and marketing ethics and best practices
Strong interpersonal skills and the ability to work effectively within a collaborative team
<i>Optional</i>
Fluent English: Better Cotton's language of operation is English
University Degree in Marketing, Journalism, Communications or Public Relations
Passion for sustainability and understanding of sustainability standards

Application Requirements

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

- CV and cover letter
- Overview of relevant experience
- Examples of social media management (links to channels you manage/have managed are fine)
- 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 equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.