Sustainability Non-Profit Member Marketing & Communications Officer

Starting Date: As soon as possible
Contract type: Open – ended contract, full-time
Salary: 24,000-25,000 EUR
Location: Brasilia, Brazil
Application closing date: 04.09.2022 (we will be reviewing and interviewing applicants on a rolling basis. Early application is advised).

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 24 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
A key functional area at Better Cotton is Membership and Supply Chain. The Membership & Supply Chain team manages Better Cotton member administration as well as two key elements of the Better Cotton Standard System: The Better Cotton Chain of Custody and the Better Cotton Claims Framework. The Membership & Supply Chain Officer will join the Membership & Supply Chain Team in Brasilia, Brazil. The Membership & Supply Chain Officer will report to the Senior Membership & Supply Chain Coordinator and will be responsible for supporting all tasks related to member application and on-boarding processes, ongoing administration of members, service delivery and will provide professional assistance to the local and global team when needed. The Membership & Supply Chain Officer will interact with supply chain actors using Better Cotton’s online system, the Better Cotton Platform, to manage the Better Cotton Chain of Custody requirements. The geographic scope of responsibility covers Better Cotton members and prospective members in South America, Brazil, and Portugal. The Membership & Supply Chain Team is looking for a proactive, service-oriented team member with a positive attitude, eagerness to learn, the ability to work with a global, multicultural team, and who can be professional and engaging with Better Cotton Members. This role offers good opportunities for personal and professional development.

Responsibilities
Support the Senior Better Cotton Coordinator with Retailer Brand and Supplier Manufacturer Member and Better Cotton Platform Supplier recruitment
- Manage basic enquiries and guide Member prospects through application requirements
- Process membership applications, creating Salesforce accounts and opportunities
• Escalate member inquiries related to marketing and communications to the global Member Communications team and ensure enquiries are addressed in a timely manner.
• Provide general local administrative support for Retailer Brand and Supplier Manufacturer member recruitment.

Support the Senior Better Cotton Coordinator with Retailer Brand and Supplier Manufacturer Member, and Better Cotton Platform Supplier service delivery
• Organise, schedule, and execute trainings such as Better Cotton introductory webinars, new member onboarding trainings, and Supplier Training Programmes, in addition to ad hoc meetings as requested. Ensure upcoming webinars are updated on the website and promoted through member newsletters and social media channels.
• Reply to enquiries of existing Members and Better Cotton Platform Suppliers.
• Support Retailer Brand Members with annual cotton consumption calculation submission and independent assessment requirements. Proactively communicate and follow up with members to ensure the required information is received accurately and on time.
• Support with creation of local events, including webinars, in person meetings and online meetings hosted through Microsoft Teams and Cisco Webex.
• Develop, update, and translate presentation materials in Spanish and Portuguese.
• Carry out appropriate post-webinar follow-up and analysis to recruit new members.
• Summarise engagement/webinar data to improve performance.
• Support invoicing of members and non-member Better Cotton Platform suppliers.
• Support communications relevant to stakeholders.

Support administrative tasks arising from the Senior Better Cotton Coordinator and global managers on demand.
• Consolidate, analyse, and develop reports from Salesforce and local surveys.
• Set up filing systems needed for information resulting from project work and other team activities.
• Summarise engagement/webinar data (annual and semi-annual analytics).
• Support the organisation, scheduling, and execution of field trips in Brazil, team participation in fairs and trade shows, and other symposia.
• Support the management and maintenance of the local communication channels with stakeholders, including the engagement of social media and messaging applications with the intent to strengthen knowledge and good practices regarding the use of the Better Cotton platform.

The Membership & Supply Chain Officer supports the Membership & Supply Chain Team’s success and carries out any other activities and special projects as agreed with the line manager.

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

<table>
<thead>
<tr>
<th>Experience</th>
<th>Essential</th>
</tr>
</thead>
</table>

2 Sustainability Nonprofit Member Marketing & Communications Officer - bettercotton.org
August 2022
At least 2 years’ working experience

Experience working as part of an international team and supporting team administration
Experience in working with customers delivering customer services
Experience in managing information and data, communications
Experience organising, documenting, and filing client information
Experience developing simple communications materials for diverse tasks

**Skills, Knowledge**

**Essential**

University degree, or equivalent higher education qualification, in a relevant field
Takes initiative, good analytical and problem-solving skills with a proactive approach
Good and versatile communication skills with the ability to communicate clearly and concisely
Team player, service oriented, strong personal commitment to learning and improving
IT literacy, to include Word, PowerPoint, Excel, Outlook; and CRM system (Salesforce)
Excellent organizational skills and capacity to handle competing priorities
Strong communication (both written & spoken) and good listening abilities.
Bilingual proficiency in both Portuguese and Spanish, fluent in English (both written and verbal).

**Desirable**

Experience in marketing and communications
Experience working within the fashion, textiles, and/or agriculture sectors
Good presentation and public speaking skills

**Working arrangements**

The position is full-time (40 hours per week) and will be based in Brasilia (or accessible to Brasilia) working from a home office (remote working).

Up to 10% foreign travel will be required under normal circumstances.

**Applications**

Interested applicants with the required attributes are asked to send, in English, a detailed CV and a brief cover letter (1 page maximum) to Better Cotton by applying via this link. The brief cover letter should demonstrate why the candidate is interested in this role and Better Cotton as an organization.

**Application deadline: 04.09.2022**

Better Cotton is currently unable to provide sponsorship for work permits, and candidates need to have pre-existing right to work in the location where they will be based.

Better Cotton is an equal opportunity 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.