



# Events Coordinator (Content, Marketing & Communications)

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**Starting Date:** ASAP

**Contract type:** Permanent

**Salary:** £36,400

**Location:** London, UK

**Application closing date:** 30.09.2022

## 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. Better Cotton's members include many of the world's leading retailers and brands, such as IKEA, adidas, H&M, and Gap Inc. Everyone who cares about cotton and its sustainable future can now be part of something better.

## About this role

Better Cotton is now seeking an Events Coordinator to support the preparation and execution of the Better Cotton Conference and other internal and external events.

This is an excellent opportunity for anyone aspiring for a career in the sustainability sector to build his or her skills and experience in international event planning and coordination as well as in working in a fast-paced global multicultural not-for-profit.

The Better Cotton Conference is an annual event that welcomes the entire cotton sector to come together, providing an opportunity to connect, network and collaborate with a diverse community of changemakers along the cotton value chain. The conference gives a unique opportunity to engage in forward-thinking debates with global leaders and field-level experts and creates an environment where the challenges of sustainable cotton can be explored and navigated through dynamic discussion.

This role would report to the Events Manager based in London. You will receive training and deliver work in coordination with global staff based across the world.

This challenging role offers excellent opportunities for personal and professional development, together with a competitive benefits package

## Responsibilities

### Event Communications and Marketing

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- Lead on building and executing a marketing strategy, providing analysis and recommendations.
- Collaborate with the Digital Communications Coordinator to align on a calendar of key messaging, promotions, announcements and registrations, keeping in mind the wider organisations existing scheduled communications.
- Collaborate with our internal Creative Design Officer to produce promotional branded material and distribute across our channels efficiently.
- Lead on requirements of printed materials on site.
- Take ownership of all updates for the event websites.

## Events Strategy

- Support the Event Manager in the roll out of the new Better Cotton Events Strategy.
- Event Performance: support development of systems for tracking and measuring outcomes and attendee satisfaction for all Better Cotton global events to support continuous improvement.
- Optimise industry event trends, defining target audiences and promoting events.
- Managing the competitor events tracker to ensure it is up to date with upcoming events and highlighting opportunities of interest.

## Content

- Support the Communications Team to curate the themes and agenda for the Better Cotton Conference.
- Work with the relevant experts across the organisation to develop the content for conference sessions, ensuring the programme is balanced, speaker quality is consistently high, and deadlines are communicated and met.
- Take the lead on curating a portion of sessions including sourcing speakers, facilitators and formalising the format.
- Collaborating with the internal Programme Committee to align on key topics and themes.
- Ensuring deadlines for content are widely communicated, understood and met.

## Logistics

- Supporting in the selection of venues and service providers.
- Support with budget management, ensuring events remain within budget, appropriate records are maintained, and required payments are made in line with defined processes
- Collaborate on the process for online event registrations and respond to event-related enquiries.
- Support on other logistical tasks when needed.

## Profile

We are looking for someone with excellent command of English, who is versatile and organised, with good people, communication and project management skills. The right person is self-motivated and comfortable working in a dynamic environment with multiple tasks and activities to support. The opportunity is ideal for someone who wants to gain valuable experience in how a not-for-

profit organisation operates and have exposure to numerous exciting international events in sustainability.

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

Skills, Knowledge and Experience
<i>Essential</i>
<ul style="list-style-type: none"> <li>Existing experience in event and conference planning and delivery.</li> </ul>
<ul style="list-style-type: none"> <li>Demonstrated experience working with membership, financial and/or CRM administration, and systems improvement and management.</li> </ul>
<ul style="list-style-type: none"> <li>Strong time management and organisational skills and ability to meet deadlines.</li> </ul>
<ul style="list-style-type: none"> <li>Ability to problem solve creatively and logically, addressing key issues and communicating internally and externally.</li> </ul>
<ul style="list-style-type: none"> <li>Strong interpersonal skills and the ability to work effectively within a collaborative team.</li> </ul>
<ul style="list-style-type: none"> <li>Ability to work both independently and as part of a team.</li> </ul>
<ul style="list-style-type: none"> <li>Experience in managing and processing administrative records, financial data, events data, survey metrics, and improving data integrity.</li> </ul>
<ul style="list-style-type: none"> <li>Experience in dealing with commercial organisations</li> </ul>
<ul style="list-style-type: none"> <li>Experience working as part of a team, and willingness to give good service internally and external to the organisation.</li> </ul>
<ul style="list-style-type: none"> <li>Experience in using Salesforce or other CRM system and in financial administration.</li> </ul>
<ul style="list-style-type: none"> <li>Experience in Project Management and knowledge of PM tools.</li> </ul>
<ul style="list-style-type: none"> <li>Fluent in English (written and spoken) – ability to communicate clearly and concisely.</li> </ul>
<ul style="list-style-type: none"> <li>Good communication skills with the ability to communicate clearly and concisely, as well as the ability to assimilate and process information for wide-ranging audiences.</li> </ul>
<i>Desirable</i>
<ul style="list-style-type: none"> <li>Experience working with in sustainability or apparel industries.</li> </ul>
<ul style="list-style-type: none"> <li>Experience in a member-based organisation, or sales.</li> </ul>
<ul style="list-style-type: none"> <li>Flexible individual with experience working in a multicultural and multilingual environment across time-zones.</li> </ul>
<ul style="list-style-type: none"> <li>Knowledge of second or third language.</li> </ul>

## Working arrangements

The position is full-time (40 hours per week) and will be based in the London. Better Cotton offers flexible working, with core hours being 10am – 4pm and the option to work from home a few days per week. Travel may be required.

## Applications

Interested applicants with the required attributes are asked to send a detailed CV (2 pages maximum)



and a motivational letter (1 page maximum) in English by applying [via this link](#).

Applications Deadline: 30.09.2022

We thank all applicants for their interest; however only shortlisted candidates 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.