

Communications Coordinator (PR/media focus)

Starting Date: As soon as possible

Contract type: Permanent

Salary: £36,400 / 410,000 SEK / EUR 45,000 / INR 1,830,000

Location: London, Sweden, the Netherlands, or India

Application closing date: 4th December 2022

About Better Cotton

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. Everyone who cares about cotton and its sustainable future can now be part of something better.

About the Role

We are searching for an experienced media and PR specialist to tell the Better Cotton story in a clear and compelling way to media and other stakeholders. Supporting the Director of Communications, you will coordinate media engagement activities including fielding media enquiries and drafting press releases and media advisories. You will lead our media monitoring activities and will draft Q&A's and supporting materials so that relevant are equipped to respond to media related questions. This role also includes working closely with Better Cotton's retained PR agency and project managing joint activities.

Additional responsibilities you can expect are developing diverse content – news and blog posts, website copy and stakeholder resources – as well as copyediting, drafting organisational key messages and supporting internal teams with communications expertise.

If the thought of translating strategy to action and bringing key activities to life by connecting with trade and mainstream press as well as members, drafting strategic messaging that supports our impact-focused 2030 Strategy, and highlighting the important work being done in the field on climate change mitigation and adaptation, regenerative agriculture, women's empowerment, and smallholder livelihoods among other pressing sustainability challenges energises and excites you – then we want to talk to you!

The ideal candidate has outstanding written and verbal communications skills. A Bachelor's degree in Communications, Marketing, Public Relations, or a relevant field is required. We expect you to have previous experience working with media to raise an organisation's profile. We want to see a committed and approachable individual and be impressed with your ability to assimilate information quickly and explain simply and clearly.

Key Responsibilities

(All the responsibilities we'll trust you with)

50%: Media support

Support with media management and engagement activities. These activities include tracking and monitoring media coverage and incoming media requests as well as maintaining up-to-date media materials and Q&As covering a wide range of topics. Responsibilities include:

- Fielding media enquiries;
- Media monitoring;
- Drafting responses to enquiries;
- Drafting news releases;
- Drafting internal processes;
- Project managing joint efforts with retained PR agency; and
- Maintaining a suite of off-the-shelf materials.
- Managing logistics and supporting on content when senior staff speak at external events

25%: Content development

Draft, coordinate and roll out engaging content across all of Better Cotton's organisational communications platforms to effectively tell the Better Cotton story. This includes proofreading and editing copy and materials and will often require cross-functional engagement. Examples of outputs include:

- FAQs;
- Blog, social media and newsfeed posts;
- One-pagers and fact sheets;
- Updated website content; and
- Email marketing communications.

25%: Operational support & project management

Coordinate the development and delivery of diverse communications projects and support the function with key communications outputs. This work includes monitoring analytics where relevant and creating reports that detail the strengths and weaknesses of communications campaigns and strategies. Examples of projects and activities may include:

- Organisational reports;
- Event-specific communications;
- Presentations;
- Coordination of procurement and contracting documents;
- Coordination of infographics and visual collateral; and
- Regional communications support as needed.

The Communications Coordinator reports to the Communications Director.

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

Skills, Knowledge and Experience
<i>Essential</i>
Existing experience in a PR/media role.
Strong time management and organisational skills and ability to meet deadlines.
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of audiences, internally and externally
Strong interpersonal skills and the ability to work effectively within a collaborative team.
Ability to work both independently and as part of a team.
Excellent communication skills in English: orally and written.
Knowledge of communications and marketing ethics and best practices.
Ability to work with diverse groups of people in a multicultural and team-oriented environment.
IT literacy, to include: MS Word; MS PowerPoint; MS Excel; MS Outlook as well as experience working with a CRM database.
Presentation skills; ability to provide trainings to small groups and create visually compelling presentations.
Enjoys learning, innovating and taking on a challenge.
Willingness to carry out administrative tasks.
<i>Desirable</i>
Demonstrated grasp of the key issues in sustainability and/or knowledge of sustainable agriculture especially in the smallholder farming context, or alternatively, of the textile and fashion value chains.
University degree, or equivalent higher education qualification in Communications, Journalism, Writing or related area of study.
Existing knowledge of sustainability standard systems.
Working knowledge of online mail distribution software e.g. Mail Chimp.
Digital marketing track record e.g. paid advertising, social media, SEO etc.
Knowledge of Salesforce.
Knowledge of Adobe Creative Cloud applications.

Working Arrangements

The position is full-time (40 hours per week) and will be based in London or Geneva or remotely in the Netherlands, Sweden or India. Better Cotton offers flexible working, with core hours being 10am – 4pm. Please note, for applicants selected in Netherlands, Sweden or India – employment will be done through an Employer of record/Local Entity.

Some travel will 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: 4th December 2022

Additional Info

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.