

# Digital Communications Coordinator

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**Starting Date:** As soon as possible

**Contract type:** Permanent

**Salary:** £36,400 / CHF 71,600 / 410,000 SEK / EUR 45,000 / INR 1,830,000 /

**Location:** London, Geneva, Sweden (remote), the Netherlands (remote) or India (remote)

**Application closing date:** 4<sup>th</sup> 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

Are you someone with a passion for digital communications to join Better Cotton to help us connect with our key audiences around the world? This role could be for you. The communications that we create at Better Cotton are pivotal to building the profile of the organisation worldwide, and help to increase awareness and understanding of the challenges – and opportunities – facing cotton production today.

Climate change, smallholder livelihoods, women's empowerment, pesticide reduction, and water use are just some of the pressing themes that this role will work on communicating externally. The ideal candidate for this role would be someone that can combine a passion for digital communications with an interest in making a contribution to Better Cotton's work on these important areas of action.

The Coordinator works with the rest of the Communications Team to plan, develop, and implement our strategic communications, aimed at improving perception and awareness of Better Cotton and why it matters. S/he works actively with colleagues across the organisation to understand what our priorities are, and how we need to go about communicating them to our audiences.

In particular, this role has responsibility for a number of vital communications projects, with a focus on content delivery. This includes coordinating digital communications channels such as the Better Cotton website, email communications and social media. The Coordinator oversees the Better Cotton Annual Report, and contributes to the Impact Report. The Coordinator provides insights into our digital communications performance and recommends and implements improvements.

This role offers a great insight into a fast-growing international sustainability organisation working in a crucial sector, and offers excellent development opportunities.

## Key Responsibilities

### 40%: 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 exploring content ideas, drafting copywriting briefs, reviewing and editing copy, developing stories from the field, and working on creative materials. This work will often require cross-functional engagement and coordinating external providers.

#### Examples of outputs include:

- Blogs and newsfeed posts;
- One-pagers and fact sheets;
- Playbooks and toolkits;
- Social media content; and
- Email marketing communications

### 20%: Channel oversight

- Coordinating, reporting upon, and improving Better Cotton’s channels, in particular:
- Maintaining and updating website functionality and content
- Managing social media channels (LinkedIn, Twitter, Instagram)
- Coordinating communications metrics reporting

### 30% Project coordination & support

- Leading on the creation and implementation of key communications products based on annual operating plans, such as:
- Better Cotton’s Annual Report and supporting communications materials.
- Supporting the creation and launch of the Impact Report.
- Working cross-functionally to coordinate communications projects, keeping abreast of key priorities and workstreams within each function.

### 10%: Line Management

Oversight of Creative Design Officer

The Communications Coordinator reports to the Communications Manager

## Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
3+ years experience in a communications or marketing 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.
Digital marketing track record e.g. paid advertising, social media, SEO etc.
Experience of managing Wordpress websites
Working knowledge of online mail distribution software e.g. Mailchimp
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
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.
Knowledge of Adobe Creative Cloud applications.

## Working Arrangements

The position is full-time (40 hours per week) and will be based in the London or Geneva office, or remote in Sweden, Netherlands or India. For candidates in Netherlands, Sweden and India, please note your employment contract will be through a service provider (employment firm) or EOR. Better Cotton offers flexible working, with core hours being 10am – 4pm.

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](#).

**Application Deadline: 4th December**

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 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.