

# US Membership Manager

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**Starting Date:** As soon as possible  
**Contract type:** Permanent, Full-time  
**Salary:** \$85,000 (Depending on experience)  
**Location:** US (remote) with preference for Eastern time zone  
**Application closing date:** 11<sup>th</sup> December 2022

## Background

Better Cotton is the world's largest cotton sustainability program. 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 in the 2020 – 2021 cotton season, we licensed 2.2 million farmers - from the smallest to the largest - in 24 countries in more sustainable farming practices. About 20% 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

Under the supervision of the Director of Membership & Supply Chain, the US Membership Manager has regional responsibilities for North America. The US Membership Manager will matrix report to the US Programme Manager. The overall accountability and outcome of this role is to have strong member relationships, manage organisations wanting to join Better Cotton, position Better Cotton in relation to market realities and changing policy in North America, promote Better Cotton in own and/or third party events, and increase the recognition of the Better Cotton programme in the US. The ideal candidate will effectively manage related projects and process improvements, and a US team budget, as well as will be responsible for some line management of junior staff.

The role requires key account management experience, a disciplined approach to CRM systems and sales and marketing experience for promoting Better Cotton appropriately.

The US Membership Manager will contribute to strategic stakeholder engagement in the US and maintain intelligence relating to policy changes, industry stakeholders and engagement, and keep updated with trade news. Our ideal candidate will bring insights to strategic supply and demand planning in Better Cotton.

The role involves regular interaction mainly with apparel and fashion retailers and brands, but also with other commercial members of Better Cotton (big traders and spinners), essential for driving uptake of Better Cotton and generating related volume-based fees as members source Better Cotton. Volume-based fees are re-invested into the Better Cotton field implementation programme in the form of farmer support and capacity building, to assure deepening impact as Better Cotton works towards its 2030 Strategic goals. This position specifically supports achievement of 2.7 M metric tons of Better Cotton uptake by Retailer and Brand members in 2022 – an increasing annual target as we

build demand, so the ability to convincingly communicate the business case for sustainable cotton to all types of stakeholders in the commercial sector is key.

This position requires an experienced, skilled professional wanting to consolidate previous successful commercial sales, marketing, and sustainability / CSR experience, to work across a more sustainable commodity as it transforms the sector. The role is suitable for a self-motivated, positive, dynamic, engaging, and service-oriented individual able to inspire and guide companies in adopting and committing long term to the Better Cotton programme. Better Cotton is seeking members who are proud to act as ambassadors for Better Cotton, and who engage and transform the global market to source Better Cotton. Being based permanently on the East Coast of the US will be very important.

## Responsibilities

### Member Services & Engagement

- Lead a strategic engagement with focused stakeholders in North America.
- Act as a relationship manager and key contact for existing Retailers and Brand members headquartered in North America, including some of the largest global fashion brands.
- Identify and engage strategic retailers and brands whose active participation is crucial to achieving Better Cotton's 2030 strategic objectives.
- Retain members with excellent service delivery, anticipating and responding to evolving needs and collaborating internally to develop solutions.
- Support annual processes that are routine parts of the member life cycle and contribute to process improvements. This includes meeting regularly with members to ensure they understand our processes and expectations.

### Retailer and Brand Member Recruitment & Onboarding

- Support retailers and brands as they embark on their Better Cotton exploration, strategy, financial planning and membership application process.
- Effectively use Better Cotton's Salesforce CRM as part of the recruitment, on-boarding and engagement process.
- Plan and deliver meetings with the cross-functional teams of retailers and brand businesses to achieve the alignment necessary to embed an effective Better Cotton Programme and reinforce commitment to more sustainable cotton strategies.
- Follow up with recruited retailers and brands closely to ensure that they adopt mechanisms to embed the Better Cotton Programme.
- Work with new and existing Retailer and Brand members as they establish public commitments to and increase their Better Cotton sourcing consistently every year.

### Events and Representation

- Organise peer to peer workshops, and with the US Programme, plan an annual member field trip to a cotton farm in the US for interested stakeholders
- Lead the development and regular update of member marketing materials for recruitment, events, member training and other promotional purposes like for trade shows – this may mean working with service providers.
- Lead the planning and execution of recruitment activities, engagement webinars and other online interactions with Better Cotton members. Work in close partnership with the

Communications team and Better Cotton subject matter experts to coordinate content development, logistics, and execution of Member Engagement events and webinars.

- Support executing subject matter expert teams and actively promote key Better Cotton events, workstreams, and consultations driving member interest, participation, and secure sponsorship/funding where applicable.
- Represent Better Cotton on key sector initiatives as identified and designated by line manager in consultation with the US Programme Manager.
- Assure that Better Cotton is represented in North America in international industry, sustainability and standard forums required for Better Cotton to demonstrate and deepen its impact in line with its 2030 Strategy.

### Project Management and Process Improvement

- Review and improve processes and tools for engagement on the core Better Cotton programme to achieve increasing demand for and uptake of Better Cotton.
- Contribute to the development of approaches, and systems for service delivery at scale.
- Contribute to the periodic review and consolidation of processes related to the M&SC function to increase the efficiency and effectiveness of delivery of members services within a rapidly growing and transforming organisation.
- Contribute and lead cross-functional projects within Better Cotton as indicated
- In all regional North American work, nurture a close working relationship with the Better Cotton US Programme Manager to present a coherent and unified image of Better Cotton in North America, coordinate activities and align strategies.

### Line Management & Budgeting

- Line-manage and develop remote staff in line with Better Cotton’s policies and processes.
- Develop and manage annual team budget and financial reporting.
- Contribute to reporting initiatives that Better Cotton undertakes.

In addition to the above, the US Member Manager will deliver any other objectives as agreed with the Director of Membership & Supply Chain.

## Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
At least 8 years experience of key account management, sales and /or marketing in international retailers and brands or big textile suppliers and manufacturers, or member management in areas related to sustainable supply chains and/or sustainability and corporate social responsibility (CSR)
Ability to effectively make the case for sustainability and stay on top of the latest sector trends that may impact members
Confidence in dealing with different levels of management, practiced negotiation skills, and ability to manage challenging situations that may affect members and that may arise with members
Proven ability to collaborate effectively across different teams and cultures
Strong relationship building skills, service-oriented attitude, and flexibility/adaptability to work under pressure and deliver good quality

Good computer skills and IT literacy, to include Word, Powerpoint, and Excel, and analytical skills, and for this role use of CRM to facilitate effective relationship management
High level proficiency in English, both written and spoken,
Good listening skills and the ability to communicate clearly, concisely, and authoritatively
Proven ability to multi-task and keep track of several projects running in parallel
Proven ability to work autonomously and adapt to changing priorities
Demonstrated project management skills
Line management experience with demonstrated interest in empowering and developing direct reports
Potential for travel up to 25% of your time mainly in the Americas but also in Europe and Asia
Excellent presentation and group facilitation skills
Experience in event management, both online and in-person, and related marketing skills
<b><i>Desirable</i></b>
Experience with using Salesforce
Great public-speaking skills
Fluency in any other languages, particularly Spanish

## Working arrangements

The position is full-time (40 hours per week) and will be based remotely in the West Coast of the United States. Better Cotton offers a flexible work arrangement, with core hours being between 10AM-4PM. The chosen candidate will be hired through our Employer of Record in the US. All essential WFH equipment needed for this role will be provided by Better Cotton.

Up to 25% travel (primarily domestic with the possibility of 1-2 international trips per year) 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 (2 pages maximum) to Better Cotton by applying [via this link](#).

**Application deadline: 11<sup>th</sup> December 2022**

We thank all applicants for their interest; however, only candidates short-listed for interviews will be contacted. 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 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 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. Therefore, all offers of employment are subject to satisfactory references and appropriate screening checks.