



# Membership Portal Coordinator

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**Starting Date:** As soon as possible

**Contract type:** Permanent, full time

**Salary:** £36,400

**Location:** London, UK

**Application closing date:** Midnight 04/12/2022 GMT

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

## About this role

Better Cotton is now seeking a solution- and action-oriented, as well as technically-minded, individual with excellent communications skills to join its membership and supply chain team. As part of its stakeholder engagement strategy Better Cotton is implementing a new member portal to enhance member communications and member experience throughout the Better Cotton membership lifecycle, as well as bring operational efficiencies for internal teams to ensure we continue to deliver value for our members as effectively as possible.

The Coordinator will be responsible for all matters pertaining to the member portal, ensuring members have a positive and engaging experience. The position will also be responsible for the development of content updates working with the membership engagement and communications team, and for making recommendations on how to improve the platform based on site user statistics and other data. This is a broad based and varied role, requiring a flexible and proactive attitude. It would suit someone committed to providing excellent customer service with an affinity for using technical applications to improve the customer experience.

The Member Portal Coordinator will support the Membership and Supply Chain and Communications teams and will report to the Membership and Supply Chain team Senior Manager. The Portal Coordinator will work as part of the membership administration and monitoring team and may from time to time provide back-up support to the team with some Salesforce activities. This new role offers excellent opportunities for personal and professional development, together with a competitive benefits package.

## Responsibilities

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## Member and portal user support

- Enhance the experience of Better Cotton members and portal users throughout their Better Cotton membership lifecycle by:
  - coordinating user access, resolving user queries, troubleshooting where required working with the Better Cotton IT team and portal vendor and liaising with other remote teams,
  - proactively managing the number of portal users for M&SC, working closely with the Salesforce Coordinator, and
  - managing and where required moderating inter-member forum communications so they comply with forum guidelines.

## Process and documentation

- Ensure seamless integration with Salesforce processes for portal users and that Salesforce data fields visible in the portal meet the required quality and accuracy levels.
- Create instructions, and portal guidelines for both internal and external users; develop and deliver training where required, ensure all changes of processes are documented.

## Member portal communications update

- Update the portal content with new operational information on behalf of the member engagement team or communications teams such as announcements, member event calendars, etc.
- Collect and coordinate information from other Better Cotton teams to publish news updates and communications in compliance with internal communications and brand guidelines and working closely with the Communications team as required.

## Portal data management and analysis

- Collect site usage data, prepare and present usage reports and make recommendations for future development to continuously enhance user experience and promote greater use of the site by members.
- Develop and run user feedback surveys, analyse and present results, along with suggestions for improvements based on user experience.

## Continuous improvement

- Participate in the next phase of portal development, design and testing, representing member interests and coordinating activities with both internal and external users and working with portal vendor as required.

## Team support

- Provide back-up support to the member administration and monitoring team and, occasionally, the wider Membership and Supply Chain team to avoid disruption of service during low availability periods; or support other coordinator activities.
- Occasionally take part in cross-functional projects to represent the Membership and Supply Chain team.

## Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
<i>Skills and Knowledge</i>
University degree, or equivalent higher education qualification, in a relevant field
Ability to quickly learn new applications
Demonstrable organisational skills; ability to multi-task and work to tight project deadlines
Excellent analytical and problem-solving skills with a proactive approach to finding and proposing solutions to challenges
Excellent written and verbal communication and strong attention to detail and ability to spot errors and opportunities for improvement
Project management skills
Experience, knowledge, or a proven interest in issues of sustainability or development, or corporate social responsibility
<i>Experience</i>
Solid experience in a customer services role or application support role
Experience in analysing website usage and preparing and presenting usage data reports
Experience of website or social media content creation
Experience managing and improving technical applications, managing user access, troubleshooting etc.
Experience organising, documenting user instructions or training material
Experience of CRM and contact management
<i>Desirable</i>
Experience of Salesforce, in particular Sales, Service and Experience clouds
Knowledge/experience of user experience design (UX)
Experience of contact and site usage data management
Experience of remote working and working in a multicultural global organisation
Knowledge of another language (French, Italian, Spanish or Portuguese) or other Better Cotton language

## 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 follows a hybrid work setup, in line with our flexible working policy.

Travel may be required to visit other Better Cotton offices.

## 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: 4th December 2022**

We thank all applicants for their interest; however, only candidates short-listed for a telephone interview 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 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