

# Senior Membership Coordinator

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**Starting Date:** As soon as possible  
**Contract type:** Permanent, Full-time  
**Salary:** 70,500 USD  
**Location:** East Cost, USA  
**Application closing date:** 11/12/2022

## 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. Twenty (20) percent 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 seeking a Senior Membership Coordinator to support membership activities in the US reporting into the US Membership Manager. The Senior Membership Coordinator will be responsible for maintaining optimal engagement with US members of Better Cotton supporting the US Membership Manager in recruiting new members, managing projects and process improvements and assuring good management of member administration. The role involves regular interaction mainly with apparel and fashion retailers and brands, but also with other commercial members of Better Cotton, essential for driving uptake of Better Cotton and generating related volume-based fees as they source Better Cotton. These fees are re-invested into the Better Cotton field implementation programme in the form capacity building, to assure deepening impact as Better Cotton works towards its 2030 Strategic goals. This position specifically currently supports uptake of Better Cotton uptake by Retailer and Brand Members, 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 comes with an incredible growth opportunity for a skilled professional wanting to consolidate previous successful commercial sustainability and/or 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. With future development in view, the role can include line management of more junior staff.

## Responsibilities

### **Retailer and Brand Members Recruitment & Onboarding**

- Support retailers and brands as they embark on their Better Cotton exploration, 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 sourcing 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.
- Update and propose relevant member materials for recruitment, events, member training, and promotional purposes.

### **Member Services**

- Support increasing membership affiliations with accompanying membership and volume-based fee income to the Better Cotton Growth & Innovation Fund.
- Follow up with recruited retailers and brands for the first 2 years of joining to ensure that they adopt mechanisms like chain of custody to embed the Better Cotton programme.
- Act as a key contact for a number of existing Retailers and Brand members, to assure the requirements outlined in the section above are fully embedded.
- Work with members to ensure accurate and timely completion of annual cotton consumption calculations and implementation of 3<sup>rd</sup> party assessment process beginning in 2023.
- Support the Membership team in communicating Better Cotton uptake status updates to members twice per year.
- Support the annual invoicing process and regularly follow up with members to ensure timely payment of invoices.

### **Events and Marketing**

- Contribute to the development and regular update of member marketing materials for recruitment, events, member training and promotional purposes.
- Support the planning and execution of recruitment activities, engagement webinars and other online interactions with Better Cotton members.
- Organise regular peer to peer workshops and support the US Membership Manager in representing Better Cotton professionally in North America.

### **Project Management and Process Improvement**

- Review and improve processes and tools for engagement on the core Better Cotton programme for retailers and brands 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 to Membership & Supply Chain Team and cross-functional projects within Better Cotton.
- The Senior Coordinator contributes to risk management and business continuity.
- The Senior Coordinator supports the Membership & Supply Chain function in refining, developing, and enhancing its value proposition and scope as required by the 2030 Strategy.

In addition to the above, the Senior Membership Coordinator will deliver any other objectives as agreed with line manager. The role requires flexibility in delivery and the candidate will be expected to execute reliably against deliverables agreed with the line manager even if they fall outside of the above outcome areas.

## Profile

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

Skills, Knowledge and Experience
<b><i>Essential</i></b>
At least 5 years' experience working with international retailers and/or brands, member management, supply chains and/or sustainability and corporate social responsibility (CSR)
Ability to effectively make the case for sustainability
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
Native English speaker with attentive listening abilities and the ability to communicate clearly, concisely, and authoritatively
Ability to multi-task and keep track of several projects running in parallel
Ability to work autonomously and adapt to changing priorities
Demonstrated project management skills
Confidence in dealing with different levels of management and practised negotiation skills
Excellent presentation and group training skills
<b><i>Desirable</i></b>
Understanding of Chain of Custody systems and how they apply to sustainable commodities
Good abilities to use the features in Powerpoint and other presentation tools such as Prezzi to create attractive presentation materials
Event management and marketing experience
Experience with using Salesforce and other CRM
Experience in organizing / moderating a multi-stakeholder group of individuals for constructive collaboration, in either events or working group
Great public speaking skills
Any other languages, particularly European languages, e.g. French, German, Spanish, Italian

## Working arrangements

The position is full-time (40 hours per week) and will be based remotely in the US on the East Coast.

Up to 20% travel 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: 11/12/2022**

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