

Regenerative Agriculture Manager

Starting Date: As soon as possible

Contract type: Permanent

Salary: Brazil EUR 50'000 (equivalent paid in local currency)/USA \$85,000 (depending on experience)

Location: Brazil or USA (remote)

Application closing date: 19 March 2023

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. 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.

Better Cotton is about to launch its 2030 Impact Targets which include a global target on soil health. The target is ambitious and to deliver on it we will need a consolidated organisational effort and investment. The targets will act as drivers of change, enable progress to be clearly communicated and measured, and act as a catalyst for attracting the necessary partnership and donor funding to make progress.

Alongside the impact target, Better Cotton are launching a revision of Better Cotton's Principles and Criteria. In the revision Better Cotton is going further to integrate key components of regenerative agriculture.

About this role

Better Cotton is now seeking a motivated and ambitious Regenerative Agriculture Manager to further develop the regenerative agriculture and soil health approach and lead its global implementation. This will include forging new partnerships with key civil society, private sector, academic and governmental actors around soil health, fertiliser use, seeds and traits, and water use. Leading on communications related to regenerative agriculture, providing technical input into key workstreams, and supporting country-level staff and partners to develop localised action plans.

This role will work closely with the global thematic leads for Climate Change, Pesticides, and Knowledge Management as well as the country programmes teams, MEL, Standards and Assurance and Communications. The ideal candidate will have experience not only on the agronomic side of agriculture but will also be familiar with the social dimensions, such as impacts on farmer livelihoods and working conditions for farm workers. Because most Better Cotton farmers are smallholder family farmers, the ideal candidate will also have experience with smallholder farming, or at least a strong understanding of this context.

This is a new, and exciting role which has the potential to fundamentally shape how Better Cotton embeds Regenerative Agriculture while also helping ensure that cotton farmers can survive and thrive and adapt to a growing climate crisis.

Responsibilities

The role will report to the *Senior Manager: Global Impact* within the Programmes Function at Better Cotton. It will involve close collaboration with country-level programme teams (e.g., in India, Pakistan, US, and parts of Africa) as well as other teams including Standards & Assurance, Monitoring & Evaluation, Communications, Fundraising.

The Regenerative Agriculture Manager will have the following responsibilities:

Global Approach and Capacity Strengthening - to include Soil / Fertiliser / Seed / Water

- Further refine and expand the organisational-level approach that Better Cotton has developed, building out additional detail and priorities linked to the delivery of the relevant impact targets
- Consult with internal and external stakeholders to identify priority project and activity areas
- Partner with and support dedicated agronomy leads in specific Better Cotton countries to develop and implement a locally adapted action plan - includes working with local teams to -
 - Soil Health – Develop the monitoring approach for the soil health target and where that is regenerative agriculture practices - work with country teams / local experts / programme partners to identify the most appropriate to monitor relevant indicators related to soil health (such as Soil Organic Carbon), and coordinate with the climate change manager to define a methodology aligned with GHG scope 3 standards to monitor soil carbon sequestration
 - Fertiliser – Explore opportunities for trials in alternatives to synthetic fertilisers / green fertilisers and share learning / improve data capture at farm level
 - Seeds and Traits – Explore alternative varieties with increased pest/extreme conditions tolerance and resistance and share learning / improve data capture at farm level
 - Water use – Consolidate information on efficient water use and opportunities for improved watershed management
- Ensure the Better Cotton approach remains aligned with other approaches internally and with the global agenda, Retailer and Brand needs and requirements, and considers evolving scientific developments and research
- Lead research work to build into global knowledge base

Virtual 'regenerative agriculture' team

- Coordinate and support the formation of a new 'virtual team' including dedicated Better Cotton staff in India, Pakistan, Africa, USA and representing our partnership programmes in Brazil and Australia
- Organise regular team meetings for information sharing, tracking progress, and identifying opportunities and areas where global support or resources are required
- Working closely with colleagues in Standards and Assurance, develop a regenerative 'threshold' that Better Cotton growers can be recognised for

Communications

- Work closely with Better Cotton Comms team and other functions to develop key messaging around our approach and communicate progress
- Participate in speaking events, conferences, or panels where appropriate

Partnerships and stakeholder engagement

- Lead on identifying and setting up new global partnerships, critical NGOs, multistakeholder groups, government actors, and other stakeholders to help drive progress on regenerative issues. Manage existing partnerships.
- Support country level Better Cotton teams in identifying and setting up effective partnerships at regional level
- Participate in working groups or cross-sector initiatives
- Regularly monitor trends and developments related to 'regenerative' agriculture and textiles, and feedback key opportunities and implications to Better Cotton teams and functions
- Support assurance team with the roll out of the new standard

Fundraising

- Support the fundraising team with technical input on related funding proposals
- Collaborate with fundraising and other functions to identify new or innovative funding models

MEL

- Collaborate with MEL to support on the development and roll out of reporting indicators and frameworks to monitor progress against global targets
- Support with the interpretation of technical data

Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
University degree, or equivalent higher education qualification, in a relevant field
Demonstrated technical expertise related to regenerative agriculture
Proven work experience in a relevant field related to agriculture
Excellent organisational skills – ability to handle multiple projects in parallel, prioritise, and meet deadlines.
Proven ability to collaborate effectively (in-person and through use of virtual tools) across different teams and cultures, strong relationship building skills and service-oriented attitude
Proven experience in brokering new partnerships
Excellent written and verbal communication skills – ability to communicate clearly and concisely, as well as the ability to assimilate and process information for wide-ranging audiences
Proven ability to work autonomously with a high level of personal effectiveness and ability to adapt to changing priorities
Aptitude to appraise arguments critically and logically, organise ideas in a clear and concise manner, and draw conclusions and formulate arguments in way that is effective, concise, precise and specific
Financial skills, particularly building and managing budgets
Excellent computer and IT skills, including: Word; PowerPoint; Excel, Outlook
Fluent in English– ability to communicate clearly and concisely
<i>Desirable</i>
Experience working with smallholder farmers

Experience developing and implementing a global approach / strategy for other organisations
Knowledge across the textile value chain
Expertise in fundraising or business development
Experience in farmer training and capacity building
Experience with standards systems
Competency in languages most relevant to Better Cotton countries, such as Portuguese, French, Hindi, Urdu, Mandarin and Turkish

Working arrangements

This is a full time (40 hours per week) position on a permanent contract, with a three-month probation period to start. The role will be based in Brazil (consultancy) or the USA. Candidates hired in the USA will be hired through our Employer of Record. Better Cotton offers flexible working, with core hours being 10am – 4pm and the option to work from home one to three days a week.

The position will include travel – likely 2-3 short-haul trips per year and 1-2 longer trips to a cotton-growing region (Africa, South Asia, Americas).

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: 19 March 2023

In your cover letter, please include an explanation of why your experience is specifically relevant to this role at Better Cotton. We want to see your personal style – what makes you tick and why you think your next opportunity is here with us.

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