

Creative Design Officer

Starting Date: As soon as possible
Contract type: Full-time, permanent
Salary band: £30,100
Location: London, UK
Application closing date: 26th 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. In challenging times, we are meeting the challenge head on. In the 2020-21 cotton season, through our network of field-level partners, our programme reached 3.9 million people, and 2.9 million farmers in 26 countries received training on sustainable farming practices. A fifth of the world's cotton is now grown under the Better Cotton Standard.

About this role

As Better Cotton grows and sets about delivering on its strategy to 2030, the need for the organisation to develop more engaging, compelling communications materials is increasing rapidly. Infographics, videos, animations, reports, webpages, presentations, webinars, and stories from the field are all examples of digital communications that we are looking to improve from a stakeholder-oriented design perspective.

Better Cotton is looking for a Creative Design Officer to join our growing Communications Team as the person looking after the production of these materials. This is an excellent opportunity for individuals who have a passion for both creative design and sustainability.

In this role the officer would support Communications Team members and wider Better Cotton staff with design direction, and decisions, and then deliver on agreed outputs, principally using the officer's in-house design capabilities, but occasionally through the use of third-party suppliers.

The successful candidate will bring expertise and proven skills in creative design, particularly with the main elements of Adobe Creative Cloud. Alongside experience putting together publications – ranging from smaller external-facing documents to larger Annual Reports, you'll have an impressive portfolio of multimedia projects behind you. The successful candidate will bring a proactive and thoughtful approach to the role and will be willing to make innovative and constructive proposals for Better Cotton's digital materials.

Responsibilities

The Creative Design Officer would:

- Work with the Communications Team on design direction and planning.
- Produce and maintain creative assets, including but not limited to:
 - o Videos
 - o Graphics/Infographics

- Annual Report
- Case studies and other long-form publications
- Icon suites & brand architecture
- Presentations
- Templates for Better Cotton staff
- Write design briefs for larger projects and liaise with third-party design agencies on procurement and project delivery.
- Coordinate user-generated video content gathering using our online platform.
- Maintain Better Cotton's digital platforms:
 - Canto, our Digital Asset Management system including image metadata and portals for members and partners
 - Instagram
 - Shorthand
 - Vimeo and YouTube
- Contribute to Better Cotton's storytelling output, including content gathering

Profile

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

Skills, Knowledge and Experience
<i>Essential</i>
<ul style="list-style-type: none"> ● Experience of working with Adobe Creative Cloud applications, including Premiere Pro, Illustrator, After Effects, InDesign, and Photoshop.
<ul style="list-style-type: none"> ● Demonstrable ability to produce accessible video content
<ul style="list-style-type: none"> ● Proven experience in document design for print formats evidenced by a strong portfolio of work.
<ul style="list-style-type: none"> ● Proven knowledge of current standards, software, industry knowledge, and best practices in content design and brand management.
<ul style="list-style-type: none"> ● Ability to contribute to the development and delivery of compelling communications and/or related strategies.
<ul style="list-style-type: none"> ● Proven ability to produce excellent creative projects to tight deadlines and under pressure.
<ul style="list-style-type: none"> ● Ability to robustly evaluate activities and projects, identify areas for improvement, and plan new approaches and tactics.
<i>Desirable</i>
<ul style="list-style-type: none"> ● Interest in sustainable agriculture and standards systems.
<ul style="list-style-type: none"> ● Experience of working in non-profit and/or sustainability initiatives

Working arrangements

The position is full-time (40 hours per week) and will be based in the London office. Better Cotton offers flexible working, with core hours being 10am – 4pm. The London office operates on a hybrid basis, with office attendance required at least once a week or 4 times per month.

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 [via this link](#).

Application deadline: 26th March 2023

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 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.