Senior Member Claims Officer

Starting Date: As soon as possible  
Contract type: Permanent, full time  
Salary: £33,700  
Location: London, UK  
Application closing date: 8 November 2023

About the Role

Better Cotton is funded, in part, by its retailer & brand and supply chain members, through their sourcing of Better Cotton. As consumer demand for sustainability in the retail sector grows, so does our members’ need to communicate about their efforts sustainability efforts to their customers. The Member Claims Senior Officer has the important role of working with Better Cotton Retailer and Brand Members to provide them with guidance on their communications relating to Better Cotton using the Better Cotton Claims Framework. The Senior Officer will contribute towards driving transparency and credibility in member claims as well as encouraging the sourcing of more sustainable cotton, all whilst cultivating relationships with members and ensuring high service levels are delivered.

Responsibilities

Member Servicing:

- Acting as a primary contact for member communications and marketing enquiries, providing high service levels.
- On-boarding new Better Cotton members, ensuring foundational understanding of their Better Cotton communications options.
- Reviewing, offering feedback on and approving member communications and marketing content for various channels including product packaging, websites, in-store promotions, social media and direct marketing, working to ensure it is both accurate and credible.
- Reviewing member content for B2B promotion of Better Cotton membership.
- Preparing and delivering training sessions to educate members on the Better Cotton Claims Framework, highlighting opportunities to communicate in a credible yet accessible way.
- Issuing Better Cotton Impact Claims and supporting members in their credible use.
- Representing Better Cotton to external audiences at trainings, conferences and networking events, as appropriate.

Monitoring and Compliance:

- Supporting and/or leading the claims monitoring process ensuring action is taken with members (and non-members), in breach of the Better Cotton Claims Framework, as required.
- Carrying out checks on members’ communications to ensure claims are transparent and in line with the Better Cotton Claims Framework.
- Contributing to the review of the Better Cotton Claims Framework to bring it in line with regulatory requirements and industry best practice.
Process Efficiencies:

- Recording and managing member communications activities in Salesforce using the newly developed Member Claims Portal.
- Maintaining and reviewing day-to-day user-experience of the Member Claims Portal, making recommendations for improvements.
- Contributing and making recommendations for claims process improvements including maintenance of process documentation.
- Innovating to streamline the way Better Cotton collects and uses member-led communications data.
- Support further development of the Member Claims Portal with an external vendor and an internal project team in response to user feedback and organisational needs.
- Identifying training needs of members and developing new/edited supporting materials as required (video, automated training etc).

Brand Equity:

- Contributing to member engagement content for internal and external webinars/publications (Annual Report and blogs) to ensure member-claims opportunities and best practice are promoted with brands.

Beyond these specific responsibilities, the Senior Member Claims Officer is expected to collaborate on other activities as agreed with their line manager.

Profile

To be successful, candidates for the role will have the following attributes:

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<th>Experience</th>
<th>Essential</th>
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<td>At least 3-5 years* of relevant working experience</td>
<td>Communications/marketing professional</td>
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<td>Experience, knowledge or a proven interest in issues of sustainability, development, or corporate social responsibility</td>
<td>Experience on cross-functional project teams</td>
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<td>Experience in account management or service orientated responsibilities</td>
<td>Experience in CRM systems use (Salesforce).</td>
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<td>Communications/marketing experience in a retail setting</td>
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<td>Communications/marketing experience in a sustainability setting</td>
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<td>Experience in sustainability claims</td>
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<td>Experience in sustainability in retail</td>
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*years of experience may be substituted for relevant training or education.

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<th>Skills &amp; Knowledge</th>
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Excellent analytical and problem-solving skills with a proactive approach to finding and proposing solutions to challenges

Strong written and spoken English skills (native speaker or equivalent).

Excellent organisational skills and capacity to manage a high volume of moving priorities

Willingness to carry out administrative tasks

Strong communication skills (ability to deliver in-person and online presentations and workshops)

Strong attention to detail

Desirable

Academic background communications/marketing

Additional languages a bonus (particularly Portuguese, Spanish, Swedish, French, Chinese)

What we offer

- Competitive salary
- Hybrid working – One day/week in the offices central London
- The opportunity to work from anywhere in the world for up to one month per year
- Flexible working, with core hours from 10 am to 4 pm local time
- Continuous learning and development
- Pension scheme
- 25 days paid annual leave, plus 8-9 Bank Holidays and a further 3 days off over Christmas
- Enhanced parental benefits
- A warm, positive working environment where everyone is valued
- The opportunity to make your mark and make a difference

Working arrangements

The Member Claims Senior Officer will work alongside the Member Claims Coordinator and report to the Member Claims Manager. The position is full-time (40 hours per week). The role is based in the London office with the ability to work four days a week from home. Travel may be required up to a maximum of 10% per year.

About Better Cotton

Better Cotton is the world’s largest cotton sustainability programme. Our 200+ colleagues of 37+ nationalities are united by a shared passion and commitment to achieving the Better Cotton mission: to help cotton communities survive and thrive, while protecting and restoring the environment. Through our network of field-level partners 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 our Values

The post holder will be expected to operate in line with our workplace values which are:

- **Trustworthy** (including honest, transparent, credible)
- As having **Integrity** (including responsible, authentic)
- **Positive** (including problem-solving, pragmatic)
• **Engaging** (including adaptable, inclusive, holistic)
• **Daring** (including courageous, innovative, game-changing)

**Being you @ Better Cotton**

Better Cotton is committed to creating a diverse environment and is proud to be an equal opportunity employer with a strong commitment to good practice and transparency in the management of natural, human, and financial resources.

We have 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.

**Apply now**

Send us by or before **08.11.2023** your CV (2 pages maximum) and a brief cover letter (1-page maximum) in English [via this link](#). 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.