

Director of Communications

Starting Date: As soon as possible

Contract type: Full time, permanent

Salary band: If hired in London 90,200 GBP, if hired in Sweden 870,000 KR commensurate with relevant experience and knowledge

Location: London, Sweden

Application closing date: 15.12.2023

About this role

Better Cotton seeks a dynamic and seasoned communications professional with experience working in the sustainable textile and apparel sector as well as having the leadership and management skills required to lead a team. This is an exciting opportunity to lead on Communications for the world's largest cotton sustainability programme. In this role you will be responsible for managing the Better Cotton brand, organisational communications, events, and public affairs. It requires a solid understanding of the key themes, challenges, and opportunities being tackled and discussed in the sustainable agriculture and apparel spaces, and the ability to provide strategic guidance and management across the function so that all activities are effective and drive results.

This role is part of a Senior Management Team and reports to the Chief Operating Officer. It offers the opportunity to engage in and inform strategic thinking at the senior management level. As Better Cotton is evolving and continuing to grow while deepening impact, it is a key moment to shape how the organisation articulates the value it brings to the sector and how it is working to catalyse lasting change.

Responsibilities

The Director of Communications will undertake the following activities:

Communications strategy

- Maintain and update a cohesive and relevant strategy.
- Ensure that communications priorities are clear and that KPIs are set and monitored.
- Ensure that strategic communications priorities serve and drive forward organisational strategic and thematic priorities.
- Ensure that projects and workplans across the organisation incorporate communications as required

Brand narrative, key messaging and positioning

- Provide strategic direction and oversight to ensure that Better Cotton's story is clear and engaging working closely with Communications Manager.
- Ensure key messaging is adapted and tailored to key audiences and drives the desired actions and results.

- Strong knowledge of industry trends and sector-wide conversations to inform messaging and channel delivery.
- Provide strategic communications guidance across functions on key activities, workstreams and projects to build brand awareness and visibility.

Function oversight and management

- Oversee workplan development across three sub-functions: organisational communications, events and public affairs.
- Line management of sub-function heads.
- Ensure that the team is set up to succeed, understands the function's priorities and has access to necessary tools and information.
- Provide budget oversight and accountability.
- Monitor and report back on progress made against function objectives and KPIs to senior leadership.
- Provide leadership within the team to create a culture that is dynamic and creative while also being pragmatic and consistently producing results.

PR, media engagement, and issues management

- Oversee PR and media activities including press releases, op-eds, and external speaking opportunities in collaboration with retained, bespoke agency.
- Ensure messaging is strategic and tailored and supports organisational and thematic priorities.
- Oversee relationship development and management with key mainstream and trade outlets.
- Support the creation of briefing and messaging documents for senior staff speaking at external events.
- Responsible for Better Cotton's issues and crisis management processes. Ensure that roles and responsibilities are clear and that tools and messaging documents are maintained and updated.

Annual global conference and events

- Accountable for events strategy and delivery of annual, global conference working closely with the Global Events Manager.
- Oversee logistics and budget for annual conference supporting Global Events Manager who is directly accountable.
- Oversee content and strategic messaging for annual conference working closely with Managers within the Communications function as well as with relevant staff across the organisation.
- Support income generating event activities including sponsorships and ticket sales.

Oversight of public affairs activities

- Provide guidance and support to Public Affairs Manager to ensure that staff are kept up-to-date on relevant legislative and regulatory activities and developments.
- Serve as a sounding board for the development of targeted advocacy campaigns.
- Ensure that senior management and Executive Group are regularly updated on relevant policy issues.
- Support efforts to develop strategic relationships to support public affairs activities.

Consistency and cohesion in messaging and branding across regions

- Facilitate and ensure cohesion between global Communications Team and regional offices.
- Develop strong relationships with Country Directors and other regional staff to support mutual information exchange.
- Provide strategic oversight on regional communications issues as necessary.

Profile

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

Essential

- Proven experience delivering and leading in a communications or marketing role for a global organisation - including experience in working with media, both mainstream and trade press.
- Demonstrable experience leading a relevant function or department (an Events, Marketing, or Communications Function is suitable).
- Budget management and oversight.
- Previous responsibility for the design and delivery of large events.
- Strong public speaking skills.
- Experience working in the sustainable apparel and textile space.
- Ability to work with diverse groups of people in a multi-cultural and team oriented environment.
- Analytical thinker with strong problem solving skills.
- Ability to influence and think strategically.
- Understanding of the legislative and regulatory issues impacting the sustainable textile and apparel space.
- Enjoys working in a fast paced and demanding environment with diverse teams and topics.

Desirable

- University degree, or equivalent higher education qualification, in Communications, Journalism, Writing or related area of study.
- Existing knowledge of sustainability standard systems.
- Experience working in a global organisation with geographically dispersed teams.
- Knowledge of sustainable agricultural practices and issues impacting smallholder farming communities.

What we offer

- Flexible working, with core hours from 10 am to 4 pm local time
- Continuous learning and development
- 25 days paid annual leave, plus 8-9 Bank Holidays and a further 3 days off over Christmas
- Enhanced maternity and paternity leave
- Specific state mandatory benefits
- The opportunity to work from anywhere in the world for up to one month per year
- A warm, positive working environment where everyone is valued
- The opportunity to make your mark and make a difference.

Working arrangements

The position is full-time (40 hours per week) and will be based remotely in either the UK, Sweden, India or Pakistan. Some domestic and international travel may be required. Applicants must be currently authorised to work in one of the listed locations without the need for visa sponsorship now or in the future.

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. In challenging times, we are meeting the challenge head on. Through our network of field-level partners trained 2.8 million farmers last season - from the smallest to the largest - in 22 countries in more sustainable farming practices. A quarter of the world's cotton is now grown under the Better Cotton Standard.

The organisation has just launched a first-of-its-kind traceability solution for the fashion and textile sectors. The solution has been developed over three years and will provide visibility of cotton's journey through the supply chain by logging stakeholder input on the Better Cotton Platform.

We have united the industry's stakeholders behind our efforts, from ginners and spinners to brand owners, civil society organisations and governments. Better Cotton's members include many of the world's leading retailers and brands, such as IKEA, adidas, H&M, and Gap Inc. 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.

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: 15.12.2023

We thank all applicants for their interest; however, only candidates short-listed for interviews 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.