

Senior Communications Manager

Starting Date: As soon as possible

Contract type: Full time, permanent

Salary band: GBP 72'100 if hired in UK, commensurate with relevant experience

Location: UK-based candidates are preferred; exceptional candidates in Sweden or the Netherlands will be considered. Remote and flexible working supported.

Application closing date: 5 February 2024

Are you purpose led and ready to embark on a journey to shape the future of sustainable cotton? Join us at Better Cotton as Senior Communications Manager and lead a global team responsible for delivering high impact communications for the world's largest cotton sustainability initiative – we support more sustainable farming practices and farm livelihoods for nearly 3 million farmers in the Better Cotton network in 23 countries around the world.

The Challenge:

Looking ahead to 2030, we are targeting reducing GHG emissions from cotton production by half, big cuts in synthetic pesticide use, improve soil health across our network, improve farm income and support women's empowerment among farmers and farm workers.

We are also looking to grow our funding base ten-fold to support farmers in moving to more sustainable practices and developing an Impact Marketplace to pay farmers for the progress they are making in more sustainable outcomes. We know that in order to use our big platform to go deeper we will need to keep evolving our system and way of working. There is much change afoot and we need to bring all our internal and external stakeholders with us on the journey.

As Senior Communications Manager, you will be responsible for ensuring our external and internal communications are impactful, connect with our audiences and reflect the strength of our value proposition.

You:

You are an accomplished and dynamic senior communications professional with experience working in a fast-moving environment spanning the globe. You have the ability to engage and inspire internal stakeholders on the value of good communications, working effortlessly in partnership with colleagues from across the organisation. You are passionate about the role communications can play in creating change, and engage deeply with the core of your organisation's mission. You focus on creating content that speaks directly to diverse audiences and channels and use stories effectively to pull people in. You come with a solid understanding of the key themes, challenges, and opportunities being tackled and discussed in the sustainable agriculture and apparel spaces, and

you have the ability to provide strategic guidance and management so that all activities are effective and drive results.

This role reports into the Director of Communication who oversees the entire function, including organisational communications, events and public affairs. It offers the opportunity to collaborate with regional teams around the globe and engage with a variety of stakeholders from clothing retailers on the high-street to civil society organisations to cotton farmers and workers. 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

As a senior manager, you are a member of the Better Cotton Senior Management Forum – a place where all countries and functions come together to share information and align on direction. This is an organisational mid-level leadership role, perfect for someone passionate about enabling and equipping teams to excel whilst keeping a close eye on strategic needs.

You will lead a small team of dedicated communications staff and work closely with colleagues from across the organisation to deliver the following:

Team Leadership and Management

- Provide leadership for the organisational communications pillar within the Communications function – including Brand management, Media & PR, internal communications, organisational reporting and digital communications.
- Collaborate closely with the Director of Communications on high-level cross-functional initiatives.
- You will manage the global team and its associated budget, ensuring the team is well equipped to deliver their work and have opportunity to develop as individuals.
- You will oversee use of organisational tools such as Meltwater, Canto, Issu, Shorthand, Vimeo, and Adobe, to optimise communication strategies and output.

Workstream Management and oversight

Media & PR – line manage the Media & PR Coordinator, lead on engagement with external agencies and ensure high quality media management processes are in place. Ensure Better Cotton is recognised for its thought leadership and is a go-to organisation for media on relevant matters.

Member Communications - work with the Membership team to drive stakeholder segmentation and value proposition communications and spearhead the development of member resources and marketing communications.

Digital Communications – line manage the Digital Communications Coordinator and oversee Communications and Social Media Calendars, manage website content, quarterly campaign planning, and continuous improvements.

Internal Communications – line manage the Internal Communications Coordinator and oversee development and implementation of an internal communications strategy, including developing an intranet and support other functions on internal communication needs

Impact Reporting - Lead the development and delivery of key reports, including Annual and Impact Reports, collaborating with relevant other functions on data required for the reports.

Better Cotton Annual Conference - Design overarching editorial themes and content for the conference and develop a comprehensive strategy to feature and integrate impactful "Stories from the Field."

Skills, Knowledge and Experience	
<i>Essential</i>	
Demonstrated track record in a senior communications or marketing role within prominent global organisations	
Proven success in managing communications strategies that engage both mainstream and trade press at an international level.	
Extensive experience in line managing teams, providing visionary leadership and fostering professional growth within the communications function.	
Adept at overseeing budgets at a senior level, ensuring effective resource allocation and strategic financial management.	
Strong public speaking skills demonstrated through a history of representing organisations at high-profile events, conferences, and with diverse stakeholders.	
Proven ability to collaborate seamlessly with diverse groups in a multi-cultural and team-oriented environment, fostering an inclusive and collaborative work culture.	
Demonstrated capacity as an analytical thinker with advanced problem solving skills, addressing complex challenges at a strategic level.	
Proven ability to influence key decision-makers and think strategically in shaping and executing communications strategies that align with organisational goals.	
Thrives in a fast paced and demanding environment, showcasing adaptability and versatility in managing diverse teams and addressing multi-faceted topics.	
<i>Desirable</i>	
Possession of an advanced university degree, or equivalent higher education qualification, in Communications, Journalism, Writing or a closely related field of study. Additional certifications or post-graduate qualifications will be highly advantageous.	
Demonstrated expertise and a deep understanding of sustainability standard systems, showcasing the ability to integrate advanced sustainability principles into communication strategies.	
Experience in leadership roles within global organisations, demonstrating the capacity to navigate and lead geographically dispersed teams effectively. Proven success in overseeing communications initiatives on a global scale.	
In-depth knowledge of sustainable agricultural practices, coupled with a profound understanding of the multi-faceted issues impacting smallholder farming communities.	
Strategic vision for incorporating sustainable agricultural perspectives into communication frameworks.	

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
- Enhanced parental 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 preferably be based in either the UK. Other European locations, where Better Cotton has staff present already, may also be considered for the right candidate. 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 ginnery 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)
- **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: 05.02.2024

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.