

# Global Events Manager

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**Starting Date:** July 2024

**Contract type:** Permanent

**Salary:** if hired in London GBP 57,400, if hired in Geneva CHF 95,450, if hired in the Netherlands EUR 57,422, if hired in Sweden SEK 58,219 p/m.

**Location:** London, United Kingdom. Exceptional candidates to be considered in Geneva, Switzerland, the Netherlands and Sweden.

**Application closing date:** Midnight 03.05.2024

## 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. 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. 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 this role

Better Cotton is looking to be more visible and demonstrate leadership in the sector through developing and delivering engaging international events throughout the sector. A pivotal part of this role will be to project manage the annual Better Cotton Conference which sees stakeholders coming together to connect, network and collaborate in a hybrid conference format.

This position will focus on providing the expertise, knowledge and managerial input to assess the organisation's needs with regard to engaging stakeholders through events - both in person and digitally. A substantial piece of this will be managing a critical path of events, budget and implementation plan, and subsequently executing it successfully.

A key part of the strategic thinking includes benchmarking and providing competitor analyses to support shaping the future of events at Better Cotton. In addition to selecting and utilising appropriate tools to gain further insight into measuring overall event performance.

Better Cotton is a fast-growing international sustainability organisation, and the role will require a forward-thinking approach to sustainability within events. This will include assessing the overall impact and implementing strong initiatives to minimise the negative effects of locations, venues, catering, marketing materials and attendees.

## Responsibilities

### Lead on Better Cotton events strategy and critical path

- Accountable for leading on an events strategy to provide high quality experiences to our entire community – from programme partners to members.

- Build on existing priority events – provide value to these relationships.
- Create a clear critical path for each event that is widely accessible and communicated across the organisation.

### Scoping of venue and event partners

- Responsible for researching and final selection of venues fit for purpose, within budget and in a location that suits the needs of the Better Cotton Conference and Programme Partner Meeting.
- Consulted in researching and final selection of venues fit for purpose, within budget and in a location that suits the needs of the Programme Partner Meeting.
- Managing the tendering process and carrying out thorough research into a suitable event partner that can support delivery of a hybrid events and offer benefit of local contacts.
- Managing the event partner selected to timelines and budget.

### Line management

- Line manage the Events team including mid-year and annual reviews as well as temporary staff as necessary.
- Create a structure for the Events team with clear projects, milestones and scope of work.

### Collaborate on conference event agenda

- Work closely with colleagues in the Communications Team to support on curation of agenda and running order of events.
- Lead the on-site delivery of the programme, managing the service providers present.

### Projecting managing

- Oversee and manage the Better Cotton Conference and Programme Partner Meeting in planning, delivery and post event stages, ensuring projects are effectively running to time, within budget and to the desired outcome.
- Consult on the Programme Partner Meeting in planning, delivery and post event stages, ensuring projects are effectively running to time, within budget and to the desired outcome.
- Coordinate support for other events in the organisation such as the Large Farm Symposium and General Assembly.
- Manage key service providers and their procurement.
- Manage coordinators working on these projects.
- Ensure that lessons learned and recommendations are well documented and factored in to future planning.
- Scope opportunities to collaborate at other events.

### Financial management

- Record and manage Events budget to within 5%.
- Ensure payment schedules are clearly communicated to finance department.
- Responsible for securing high level of sponsorship.

### Research and analyse competitor events

- Attend comparable and competitor events both in-person and online to gain insight and understanding into event offerings, trends, and experiences.
- Use this to knowledge to shape the future of Better Cotton events

**Provide guidance and longer-term plans for sustainable approach to events**

- Research other events such as COP for event sustainability initiatives.
- Build on steps that have been taken during 2023 event to improve our approach and reduce overall carbon footprint.

**Implement and manage event templates and procedures**

- Make the event planning process at Better Cotton more efficient through producing guidance for event planning, delivery and post event reporting.

## Profile

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

<b>Skills, Knowledge and Experience</b>
<b><i>Essential</i></b>
Proven experience in international event project management.
Excellent organizational skills and capacity to multi-task and handle a set of different priorities and deadlines.
Ability to problem solve creatively and logically, addressing key issues and communicating to a range of stakeholders, internally and externally.
Strong interpersonal skills and the ability to work effectively within a collaborative team.
Ability to work both independently and as part of a team.
Excellent communication skills in English: verbal and written.
Experience in managing and processing administrative records, financial data, events data, survey metrics and improving data integrity.
Ability to work with diverse groups of people in a multicultural and team-oriented environment.
IT literacy, to include: MS Word; MS PowerPoint; MS Excel; MS Outlook as well as experience working with a CRM database.
Enjoys learning, innovating and taking on a challenge.
Willingness to carry out administrative tasks.
<b><i>Desirable</i></b>
Past experience in international event delivery.
Demonstrated grasp of the key issues in sustainability.
University degree, or equivalent higher education qualification in event management, project management or similar.
Experience working in a member organization.

## Working arrangements

The position is full-time (40 hours per week) and will be based in one of the locations specified. Better Cotton offers flexible working, with core hours being 10am – 4pm and the option to work from home one day per week.

The Global Events Manager will report to the Director of Communications.

Travel will be required as and when events are taking place.

## 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 form](#).

**Application deadline: Friday 3 May, 2024.**

We thank all applicants for their interest; however, only candidates short-listed for a telephone interview will be contacted. Better Cotton is an equal opportunity 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