



US Communications Coordinator

Starting Date: As soon as possible
Contract type: Permanent
Salary: \$64,000 (Depending on experience)
Location: Remote, United States
Application closing date: 1st April 2024

About this role

Better Cotton is now seeking a Communications Coordinator – US.

The Communications Coordinator is a newly created position and will be focused on streamlining existing and developing new communication approaches for Better Cotton's US field program and increasing its visibility in the US. The Communications Coordinator is responsible for the development and implementation of communication plans (target audience strategy, media relations and tracking, development of collateral material, overall communications activity schedule for the US, and activity reporting). This role will also work collaboratively with the global Better Cotton Communications team and support global communication efforts at Better Cotton ensuring aligned priorities, promoting mutual learning, and identifying opportunities to increase process efficiency and effectiveness.

The Communications Coordinator will support with event planning and outreach efforts for the US Program. This may include field tours, bi-annual Program Partner meetings, trainings, workshops, and coordination of stakeholder feedback groups and advisory committee meetings.

This challenging role offers excellent opportunities for personal and professional development.

Responsibilities

The Communications Coordinator will report to the US Country Manager. They will be responsible for supporting the development of a fit-for-purpose approach to communication for Better Cotton's US field program. Specifically, the Communications Coordinator will:

- Identify, develop and disseminate effective and compelling stories on cotton, and Better Cotton's role, within the US.
- Develop and write press releases, blog posts, website content and video scripts ensuring visibility and coordination with the global communications team.
- Coordinate with the global communications team related to content development for social media.
- Manage in-person meeting and event logistics including coordination with external vendors (such as photographers) and ensure Better Cotton has regularly updated content covering its activities in the US.
- Represent Better Cotton externally at conferences, field days, and other relevant grower-focused events in the US.

- Support the annual global Better Cotton Conference content planning on behalf of the US Program. This could include researching farm/sustainability initiatives and ensuring the global team has adequate visibility to potential speakers and innovation happening in the US to highlight at our annual conference.
- Support the global communications team with the creation of annual reports including providing data and content covering US Program activities and proofreading.
- With input from the US team, create and send the US newsletter on a bi-monthly basis.
- Collaborate with global teams to support creation of training and communication materials targeted towards different stakeholder audiences particularly about the Principles & Criteria, traceability, and transition to a supply chain certification model.
- Ideate concepts and create new content to keep the US website, training, and communication materials up to date.
- Assist with the creation and organization of materials for the communications library and online resource center, including fact sheets, infographics, flyers and PowerPoint templates, photos, and other standardized materials.
- Identify and execute joint communication opportunities with relevant stakeholders in the US.
- Identify and develop relationships with local media outlets that Better Cotton should engage with to increase awareness of its mission and field level activities in the US.
- As time permits, support on public affairs and advocacy efforts in the US relevant to Better Cotton’s mission.

We are looking for someone who has

The following skills, knowledge, and experience:

<i>Essential</i>
<ul style="list-style-type: none"> • A minimum of 3 years of experience in a communications or marketing role.
<ul style="list-style-type: none"> • Strong writing and editing skills with excellent written and verbal communication skills in English.
<ul style="list-style-type: none"> • Ability to synthesize complex information and translate it into compelling and accessible language.
<ul style="list-style-type: none"> • University degree, or equivalent higher education qualification, in a relevant field with an interest in sustainability and agriculture.
<ul style="list-style-type: none"> • Excellent analytical and problem-solving skills with a proactive approach to finding and proposing solutions to challenges.
<ul style="list-style-type: none"> • Demonstrated organizational skills, ability to prioritize tasks and manage time efficiently while maintaining attention to detail.
<ul style="list-style-type: none"> • Strong team working skills, with the ability to communicate with stakeholders from diverse cultures and backgrounds.
<ul style="list-style-type: none"> • Proactive self-starter, capable of working independently, and anticipating and prioritizing tasks.
<ul style="list-style-type: none"> • Intermediate understanding of environmental/agricultural issues (and desire to learn more), ideally has prior experience communicating on technical sustainability and agriculture topics.

<ul style="list-style-type: none"> • Project management skills.
Desirable
<ul style="list-style-type: none"> • Familiarity with cotton, agriculture, textile and/or commodity supply chains, and/or sustainability standards and certification schemes.
<ul style="list-style-type: none"> • Prior experience in advocacy or public affairs.
<ul style="list-style-type: none"> • Prior experience creating content and managing social media channels.
<ul style="list-style-type: none"> • Graphic design skills.

What we offer

- Remote working
- 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
- 3 months paid maternity leave and 1 month paid 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 the United States. Some domestic and international travel will be required approximately 20% of the time. Applicants must be currently authorized to work in the United States without the need for visa sponsorship now or in the future.

Applications

Send us your CV (2 pages maximum) and a brief cover letter (1-page maximum) by or before **04.01.2024** [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.

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.