

Membership Coordinator

Job Announcement

Starting date: As soon as possible and no later than 15 December 2020

Type Contract: Full-time

Salary: £32,500 (*commensurate with skills and experience*)

Location: London, UK

Application deadline: Midnight 18th October GMT



About BCI

The Better Cotton Initiative (BCI) is a non-profit member association established to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector's future. It owns and stewards the Better Cotton Standard System.

Under the supervision of the Deputy Membership Director, the Membership Coordinator will be responsible for maintaining optimal engagement with members of BCI, recruiting new members and managing projects and process improvements. The role involves regular interaction mainly with apparel and fashion retailers and brands, but also with other commercial members of BCI, essential for creating Better Cotton demand and generating related volume based fees as they source Better Cotton. These fees are re-invested into the BCI field implementation programme in the form of farmer support and capacity building, to assure future expansion so that Better Cotton represents 30% of global cotton production in 2020. This position specifically supports achievement of 2 million metric tons of Better Cotton uptake by BCI Retailers and Brand Members in 2020, so the ability to convincingly support the business case for sustainable cotton to all types of stakeholders in the commercial sector is key.

This position comes with an incredible growth opportunity for a skilled professional wanting to consolidate previous successful commercial and/or sustainability / CSR experience, to work across a more sustainable commodity as it transforms the sector. We are looking for a self-motivated, dynamic, engaging and service-oriented individual able to inspire and guide companies in adopting the BCI programme.

Responsibilities

Recruitment of Retailers and Brand members to meet a target of at least 25 new Retailer & Brand Members annually (10%)

1. With the Membership & Supply Chain Team, plan annual events and recruitment activities geared towards effectiveness in recruitment
2. Engage retailers and brands identified as being critical to the BCI mainstreaming effort and help to further fine-tune and expand this list of potential members

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3. Be available to support retailers and brands as a group or individually as they embark on their BCI exploration, financial planning and decision-making
4. Accompany retailers and brands through the application cycle to BCI
5. Effectively use BCI's Salesforce CRM as part of the recruitment, on-boarding and engagement process.

On-board newly recruited RB members and guide development of their BCI programme implementation (20%)

6. Plan and deliver meetings with the cross-functional teams of retailers and brand businesses to achieve the alignment necessary to embed an effective Better Cotton sourcing Programme
7. Work with new and existing Retailer and Brand members to establish public commitments to and increase their Better Cotton sourcing consistently every year
8. Ensure that retailers and brands join BCI and effectively start sourcing cotton-containing products as Better Cotton within 6 months of being a member
9. Ensure support for Retailer and Brand Members to establish a communications and marketing plan of action in line with the BCI Claims Framework, for their internal and external stakeholders

Assure services to BCI Retailers and Brands (30%)

10. Follow up with recruited retailers and brands for the first 2 years of joining to ensure that they adopt mechanisms to embed the Better Cotton programme
11. Act as Account Manager (Key Contact) for a number of existing Retailers and Brand members, including some of the largest global fashion brands, to assure the requirements outlined in the section above are fully embedded
12. Ensure member files remain current, and members updated
13. Contribute to the review and consolidation of all processes related to membership to increase the efficiency of our member services within a rapidly growing organisation.

Events and Marketing (10%)

14. Plan and deliver annual events and recruitment activities geared towards effectiveness in recruitment
15. Support European and international events for retailer and brand recruitment through production and use of targeted communications and marketing, delivering presentations and contacts management
16. Work with BCI staff to assure representation of the membership function in international industry and sustainability forums
17. Contribute to the development and regular update of member materials for recruitment, events, member training and promotional purposes
18. Carry out retailer and brand workshops to foster faster adoption of the BC programme through peer learning
19. Support the execution of the global annual alternating member meeting/general assembly and annual global conferences

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Project Management (30%)

- 20. Identify key initiatives for improving processes for application at scale as BCI grows,
- 21. Manage functional or cross-functional projects and teams assigned to new initiatives as well as process improvements

Profile

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

Required
At least 3 years' experience working with international retailers and/or brands, member management, supply chains and/or sustainability and corporate social responsibility (CSR)
Ability to effectively make the case for sustainability
Proven ability to collaborate effectively across different teams and cultures
Strong relationship building skills, service-oriented attitude, and flexibility/adaptability to work under pressure and deliver good quality
Good computer skills and IT literacy, to include: Word, PowerPoint and Excel.
High level proficiency in English, both written and spoken, with attentive listening abilities and the ability to communicate clearly, concisely and authoritatively
Proven ability to multi-task and keep track of several projects running in parallel
Proven ability to work autonomously and adapt to changing priorities
Demonstrated project management skills
Confidence in dealing with different levels of management and practised negotiation skills
Excellent presentation and group training skills
Potential for travel at least 25% of your time mainly in Europe, with occasional travel to the Americas and Asia, once global travel restrictions allow it
Desirable
Understanding of Chain of Custody systems and how they apply to sustainable commodities
Good abilities to use the features in Powerpoint and other presentation tools such as Prezzi to create attractive presentation materials
Event management experience
Experience with using Salesforce and other CRM
Experience in organizing / moderating a multi-stakeholder group of individuals for constructive collaboration, in either events or working group.
Great public speaking skills
Any other languages, particularly European languages e.g. French, German, Spanish. BCI works in over 50 countries.

Working arrangements

The position is full time (40 hours a week) and based at our offices in London, but working remotely during this period.

Applications

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Interested applicants with the required attributes must send, in English, a detailed CV (3 pages maximum) and a cover letter (1 page maximum), by email to recruitment@bettercotton.org by 18th October 2020.

We thank all applicants for their interest. Please note that, due to the large volume of applications we receive, only candidates shortlisted for an interview will be contacted.

Only candidates eligible to work in the UK or holders of a valid work permit will be considered.

BCI is an equal opportunity employer, and is committed to good practice and transparency in the management of natural, human and financial resources.