



**SUSTAINABLE
FIBRE
ALLIANCE**

Creating a Sustainable Cashmere Value Chain

JOB DESCRIPTION

Post title:	Marketing and Communications Officer
Salary Range:	28k – 32k depending on experience
Hours:	Part-time, 28 hours per week (4 days) - negotiable
Responsible to:	Operations Manager
Location:	UK (remote based)
Contract type:	6 months associate contract, with potential to become permanent
Date Issued:	17 August 2020
Start date:	1 October 2020 (earlier start date possible)

JOB CONTEXT:

The Sustainable Fibre Alliance (SFA) is a non-profit international organisation working with the extended cashmere supply chain, from herders to retailers, to promote a global sustainability standard for cashmere. Our vision is a future where cashmere is produced in a way that minimises environmental impact, safeguards herder livelihoods and meets high welfare standards.

Founded in 2015, we are a standard holding and capacity building organisation with offices in both the UK and Mongolia. We are unique in that we are both market-led, providing a voice for the cashmere industry, and grassroots, offering a deep understanding of rangeland systems and the challenges facing the livestock herders. Our SFA Cashmere Standard was developed according to ISEAL best practice guidelines and represents the world's first holistic, evidence-based sustainability standard for cashmere that is both global in focus and locally adaptable.

Supported by our growing membership base and strong multi-stakeholder partnerships, we are now in a strong position to achieve real, lasting impact for cashmere producers and the rangelands that support them. As we embark on our ambitious 2030 Strategy, we seek a Marketing and Communications Officer to join our small and dynamic team in the UK.

Role:

This marketing role will comprise the activities, touchpoints and messages that motivate our members and wider stakeholders to take actions that advance our mission to transform the sustainability of the cashmere sector and create positive social and environmental change. The communications element will primarily be focused on informing our members and stakeholders about the Sustainable Fibre Alliance's strategic directions and ongoing activities on the ground, helping to promote membership and encouraging uptake of the SFA Cashmere Standard along the supply chain.

Accountability:

The Marketing and Communications Officer will report to and be supported by the SFA Operations Manager (his/her line manager), who in turn reports to the SFA CEO. You will work in close collaboration with our Membership Officer, particularly in relation to the planning and coordination of member and stakeholder events, and the promotion of SFA membership in the cashmere supply chain. You will also work closely with the Mongolian team, helping to coordinate the collection of communication content, promoting the SFA's work in-country and preparing target communications for Mongolian stakeholders.

KEY RESPONSIBILITIES:

- Contribute to the implementation and ongoing development of our internal and external communications strategy
- Promotion of key events, in-field activity and developments in the SFA Cashmere Standard
- Liaise with Mongolia team to gather case studies and photos to develop into communications content.
- Craft and send Monthly Member's Bulletin and Quarterly newsletter
- Write and edit content for website, including monthly blog articles
- Maintain up to date resources on the SFA Website
- Create, edit and schedule engaging content across our social media platforms
- Use social media platforms to promote our website content and drive traffic to our website.
- Project specific communications (providing direct support and communications material to members, partners and funding bodies)
- Establish and maintain effective relationships with journalists and other relevant external partners as needed
- Maintain records of media coverage relating to our work and sustainable cashmere in general
- With the support of the Operations Manager, when required, responses to media enquiries about our work
- Monitor, report and present on online engagement analytics
- Identify opportunities to promote the SFA and inspire new support
- Assist our Administrator and Membership Officer in the planning and delivery of member and stakeholder events
- Coordinate development of branding materials as required
- Creation of SFA branded documents
- Networking with stakeholders at industry events

SKILLS AND EXPERIENCE:

Required:

- Excellent written and verbal communication
- Previous experience in a communications and/or marketing role
- Thorough working knowledge of Microsoft Office (Word, Excel, Outlook and PowerPoint)
- Ability to communicate effectively to a range of audiences
- Fluent in English
- Good consumer and product awareness

- Ability to work under pressure on multiple projects simultaneously while managing deadlines
- Communicate effectively with a diverse range of stakeholders.
- Comfortable working both independently and collaboratively within a small, remote team
- Strong attention to detail and proofreading skills

Desirable:

- Proficiency in design and publishing software
- Previous experience working in a non-profit
- Interest in sustainable fashion and/or environmental sustainability issues.
- Knowledge of Mongolian culture and nomadic way of life

QUALIFICATIONS:

The job holder should ideally be educated to degree standard or equivalent qualification or experience.

PERSONAL ATTRIBUTES:

This role would suit a self-starter who thinks creatively and is able to work on own their initiative when required. We're looking for applicants who have a flair for writing and storytelling, are intellectually curious, have excellent interpersonal skills and the confidence to communicate the broad nature of our work to diverse audiences. Applicants should be professional and organised, and capable of juggling multiple tasks and working to deadlines. Expertise in the Mongolian language, while not essential, would be a distinct advantage.

TO APPLY:

To apply for this role, please send your CV and a cover letter to zara.mt@sustainablefibre.org.

We thank all applicants for their interest; however only shortlisted candidates will be contacted. Interviews will be conducted remotely using Zoom.

The position will be advertised for a minimum of 2 weeks and will remain open until a suitable candidate is found.

STRICTLY NO AGENCIES