COMMUNICATIONS MANAGER
at the Sustainable Fibre Alliance
Remote

OVERVIEW

Post Title: Communications Manager
Salary Range: £32,000 - £36,500 dependent on experience
Hours: 5 days / 35 hours a week
Contract Length: Permanent
Responsible to: Operations Manager
Location: UK (remote based)
Date Issued: 03 March 2023
Start date: 05 June 2023

KEY WORDS
Communications; marketing; event management; cashmere; sustainability; voluntary certification schemes; traceability; supply chains; preferred fibres; fashion and textiles; animal welfare; livelihoods; Mongolia; China, sustainable livestock production.

We are currently seeking a Communications Manager with a proven track record of successful delivery of managing marketing and communication strategies to join us. This post is full time and home-based working remotely as part of our UK team. This is a key strategic role working across a range of internal and external stakeholders to deliver our communications goals.

WHO WE ARE

ABOUT THE SFA
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 membership-based, standard holding and capacity building organisation with teams in both the UK and Mongolia. Our SFA Cashmere Standard represents the world’s first holistic, evidence-based sustainability standard for cashmere that is both global in focus and locally adaptable.

A unique opportunity has arisen in our UK team for a permanent post in the role of Communications Manager and is available to start in early June.

The SFA work environment is fast paced and flexible. As we are a small team, SFA employees must be ready to adapt to new projects as they arise and assist other team members where necessary. Similar to a start-up environment, team members have the flexibility to grow and develop their roles based on their
interests and the needs of the organisation. This must be balanced with consistent and high-quality output of the role’s core tasks and objectives.

WHAT YOU’LL BE DOING

THE ROLE

- Develop and implement the SFA Communications Strategy, contributing to positioning the SFA as the go-to body for cashmere sustainability, through strong and coherent messaging and tone.
- Lead the planning and promotion of key events, both online and in-person.
- Promote the SFA Standard System, helping the team to communicate complex, technical procedures in clear and visual materials.
- Gather case studies and photos from Mongolia and China for communicating impacts and stories, promoting and reporting on the SFA’s projects and work programmes, using different media such as video, interview and articles and ensure their distribution through relevant channels for different stakeholders (commercial partners, NGOs, journalists, consumers).
- Create and send monthly members’ bulletins and quarterly newsletters.
- Maintain up to date resources on the SFA website including news updates and blog posts.
- Create, edit and schedule engaging content across our social media platforms and monitor analytics.
- Establish and maintain effective relationships with journalists and other relevant external partners and help respond to media enquiries.
- Coordinate development of branding materials as required.
- Maintain and develop internal communications platforms and systems.
- Lead and manage the work of external contractors for communications, content and event related projects.

KEY RESPONSIBILITIES

The duties of the Communications Manager include, but are not limited to, the following:

- Support team members in the UK and Mongolia in developing communication plans for updates to the SFA Standard System, changes in membership policy, and project/event developments.
- Lead the planning of events, including the quarterly members’ meetings, stakeholder workshops and the annual Natural Fibre Connect conference. The annual conference requires you to work closely with three other industry partners, maintain event management tools and platforms, develop event planning strategies, manage a social media team (external hire), create promotional materials, create and launch tickets for the event, maintain guest lists, recruit sponsorship from SFA members and partners, secure and organise speakers from the cashmere sector, create a plan for maximising the SFA’s presence and influence at the event, ensuring the event runs smoothly, and conducting post-event follow up communications.
- Support with other industry events that require the participation of the SFA. This may include promoting the events on SFA channels, creating and maintaining guest lists, organising presentations and summarising the event afterwards.
- Maintain the social media calendar and post regularly on the SFA’s LinkedIn, Twitter and Instagram channels. Content will be a combination of promotional posts for the SFA’s work, educational posts on herder livelihoods and cashmere production, and promotion of key events.
- Further develop the SFA’s content and branding guidelines and document/presentation templates. Ensure the team follows these guidelines and that all SFA public facing content has a consistent and professional look.
• Maintain website content, making updates where needed. Publish news updates for the SFA and relevant industry partners on the website and create and execute a strategy for a website blog.
• Create the SFA’s monthly bulletins and quarterly newsletters using Mailchimp. Work closely with membership officer to maintain the mailing list.
• Manage the admin for SFA’s internal communications platforms including Slack and Notion. Help ensure the content on Notion is relevant and useful for the team and that it functions as an internal resource database.
• Respond to member inquiries for communications support including helping them with sustainability reporting, quotes from the SFA, updates on relevant work programmes, and assistance with tough media inquiries.
• Respond to, and seek out, media interview opportunities. Connect the journalist with a relevant member of the team, or facilitate a written Q&A. Provide guidance on SFA messaging and recommendations on responding to tough questions.
• Further develop and provide guidance for the SFA’s crisis communications strategy.
• Support in the development of the SFA Claims guidance for brands and members, in line with upcoming legislation and best practice.

WHAT YOU WILL BRING TO THE ROLE

SKILLS AND EXPERIENCE

Required:
• Demonstratable experience in a communications or marketing role, developing cohesive communications plans, messaging and strategies
• Experience managing social media channels
• Experience managing stakeholder communications, preferably for a non-profit/civil society organisation
• Fluency in English
• Experience in event management and planning (virtual or in-person)
• Confident in representing the organisation during projects with industry partners and at external events such as members’ meetings
• Excellent written and verbal communication, with ability to communicate to a wide range of audiences
• Strong project management, organisational, and time management skills
• Experience developing media/journalist relationships and arranging interviews

Desirable:
• Knowledge of sustainable standards and certification programmes
• Experience working with fashion supply chains and relevant contacts is strong plus
• Skills in WordPress and comfortable learning new apps and IT platforms
• Proficiency in either Chinese or Mongolian
• Experience working with internal comms platforms such as Slack and Notion
• Previous experience working in a non-profit organisation
• Knowledge of agriculture, in particular pastoralism
• Knowledge of sustainability challenges related to the production of cashmere (or other natural fibres)
• Existing relationships with key sustainability and/or fashion journalists
• Knowledge of developing consumer facing sustainability claims
QUALIFICATIONS

- Be educated to degree standard or equivalent qualification or experience
- At least 5 years of work experience

PERSONAL ATTRIBUTES

We are seeking candidates who enjoy strategic thinking and storytelling, balanced with practical project and team management and ensuring the delivery of core communications objectives. You’ll enjoy working in a small, fast-paced team environment, where the nature of the work requires dynamic and flexible working. This role will suit candidates who can think on their feet and have the confidence to communicate our work to our members and stakeholders. Being a small NGO with limited resources, we’re looking for people with excellent people management skills who remain calm under pressure, can oversee a busy work programme and keep an eye on the big picture. You’ll be passionate about delivering a strong communications strategy and supporting a mission of protecting herder livelihoods, animal welfare and the environment.

HOW TO APPLY

To apply for this role, please send your CV and a cover letter to Sarah Krueger (Communications Manager) at jobs@sustainablefibre.org. Applications will be considered on a rolling basis. We thank all applicants for their interest; however only shortlisted candidates will be contacted.

Don’t apply for this job if you are uncomfortable working in a fast-paced frequently changing environment, or if you prefer delegating over owning.

STRICTLY NO AGENCIES

HIRING STATEMENT

The Sustainable Fibre Alliance is committed to building a diverse and inclusive team. Our work environment is safe and open to all employees and partners, respecting the full spectrum of race, colour, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, and other classifications. Please be informed that by applying for this position you automatically accept our Data Protection Information on processing your personal data.