

# Communications and Events Coordinator

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## Job Description

### About the Business and the Role

Bonsucro is a not-for-profit organisation made up of over 500 members from across the global sugar supply chain - farmers, millers, retailers, end buyers of sugar and sugarcane by-products, agri-business and civil society groups. We manage the most credible global performance framework for sustainable sugarcane production. We use this to inform, improve and inspire a membership community of change.

Bonsucro's **vision** is a sugarcane sector with thriving, sustainable producer communities and resilient, assured supply chains. Our **mission** is to ensure that responsible sugarcane production creates lasting value for the people, communities, businesses, economies and eco-systems in all cane-growing origins.

The Communications and Events Coordinator role reports to the Communications and Events Manager and is based in London, UK. The position will require limited travel.

### Job Purpose

You will be responsible for supporting the development and execution of Bonsucro's international communications strategy (internal and external), and the day-to-day coordination of Bonsucro's communications function. As such, you will provide assistance to the Communications and Events Manager in developing, implementing and maintaining internal systems (including Salesforce and the Bonsucro websites) and external communications to aid organisational effectiveness and our reputation as a credible and impactful organisation.

You will support the development of Bonsucro's identity and brand and work to grow our audience and reach on social media as well as with key media in the UK and internationally.

You will play a key part in the organisation of international events, particularly Bonsucro Global Week 2020 – our flagship annual event, contributing to successful event planning, logistics, marketing and communications.

Additionally, you will provide all functional teams with communications support as well as providing support to the CEO for external engagements as required, including research and speech writing.

### Personal Specification

To be successful in this role, you are versatile and organised, with excellent interpersonal and professional communication skills. You are self-motivated, proactive and comfortable working in a dynamic international environment with multiple tasks, deadlines and activities. You have a passion for corporate communications which is demonstrated through your ability to keep abreast of trends. You are able to write engaging copy and can distil complex technical pieces of work into powerful materials. You are also able to put together large events around the world, focusing on the logistical details to deliver events that are smooth, professional, and exciting.

## Job Tasks and Responsibilities

### Strategy and Execution

- > Support the development and implementation of effective communications strategies and campaigns
- > Coordinate the Bonsucro Communications Group (internal) to improve delivery of timely, relevant content for publication and provide support for regional-led communications activities
- > Create digital content & manage campaigns, focusing on social media & email marketing
- > Support marketing campaigns for Bonsucro products, programmes and events
- > Support regular monitoring and reporting on impact and effectiveness of communication strategies / channels
- > Deliver Bonsucro's communications function:
  - Proactively support and advise other teams on communications.
  - Support the effective operation of social media channel & ongoing social media monitoring
  - Draft key messages, articles, press releases and statements.
  - Contribute to KPI development and reporting
- > Support the development of regular updates to members about Bonsucro programmes
- > Proactively support event organisation (predominantly Bonsucro Global Week 2020), including:
  - Logistics, including supplier management
  - Programme and content development
  - Drafting of event materials, including digital content
  - Development and implementation of marketing strategies
  - Speechwriting
  - Processing registrations and queries
- > Provide support to the CEO for external engagements
- > Provide support on other Bonsucro projects if needed and occasional admin support

### Internal Relationships and Practices

- > Contribute a positive office environment and culture through both individual and team engagement
- > Adhere to the organisation's cultural and behavioural standards
- > Provide feedback, guidance and direction as needed
- > Support expansion of best practice and consistency across the organisation
- > Highlight communications & events risks immediately to the Communications and Events Manager as they arise for discussions and resolution

## Stakeholder and Relationship Management

- > Work together with the other staff to execute the provision of exemplar communications, marketing and promotions operations across Bonsucro
- > Liaise with external stakeholders to identify and champion services and product offerings

## Reporting and Analysis

- > Work together with staff to deliver required communications and updates to members
- > Provide reporting and updates on KPI and goal progress

## Criteria

### Essential Criteria

- > Educated to degree level (or equivalent) in a relevant subject
- > Good initial experience in in communications and/or social media/media campaigns, gained from interning/working in a similar role
- > Strong organisational skills and time management
- > Excellent English language skills
- > Proven copywriting ability
- > Prior experience of graphic design software (Adobe CC) & at ease with IT-based system
- > Confidence in completing administrative and logistical tasks
- > Creativity and ability to take initiative
- > Good customer service skills for dealing with enquiries via email and phone
- > Affinity with sustainability issues
- > Interest in event organisation and/or communications/marketing
- > Excellent interpersonal and teamwork skills

### Desirable Criteria

- > Ability to speak either Spanish or Portuguese
- > Prior experience in event support
- > Familiarity with sustainable agriculture and / or Standard Setting Schemes
- > Prior experience working with membership organisations
- > Prior exposure to region/language of event location

## OTHER INFORMATION

<b>Service</b>	Corporate Services
<b>Grade</b>	3
<b>Reports to</b>	Communication and Events Manager
<b>Salary</b>	£28,000 p.a. & benefits

<b>Location</b>	London
<b>Start date</b>	As soon as possible
<b>Hours</b>	35 hours a week
<p><i>This job description reflects the core activities of the post. As the service and the post-holder develop, there will inevitably be some changes to the duties, and possibly to the emphasis of the post itself. We expect that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. The line manager will consult the post-holder if significant changes to the job description become necessary. Any changes will be reflected in a revised job description.</i></p>	

#### **HOW TO APPLY**

If you are interested in applying for this role, please submit your current CV along with a statement explaining how you fit the specification to [recruitment@bonsucro.com](mailto:recruitment@bonsucro.com). The deadline for applications is 8 September 2019, 5 pm BST.