



OXFORD HR
SEARCH FOR A BETTER WORLD

DIRECTOR OF ENGAGEMENT AND MARKETS

DECEMBER 2021



ABOUT BONSUCCRO

Bonsucro is the leading global sustainability platform and standard for sugarcane, one of the world's most important crops. Our purpose is to collectively accelerate the sustainable production and uses of sugarcane.

We convene over 270 members from more than 50 countries to address critical challenges in the sugarcane sector and drive both performance and impact through our system of sustainability standards. We work across all sugarcane products and derivatives – sugar, ethanol, molasses, and bagasse in traditional and newer market sectors, from sugar and alcohol to biofuels and bioplastics.

Bonsucro is ISEAL Code Compliant. Our system has been independently evaluated against ISEAL's Codes of Good Practice—a globally-recognised framework for effective, credible sustainability systems.

In 2021, we published a new strategic plan that reflects our confidence in the future of sustainable sugarcane and the contribution we will make to the UN Global Goals and climate action.

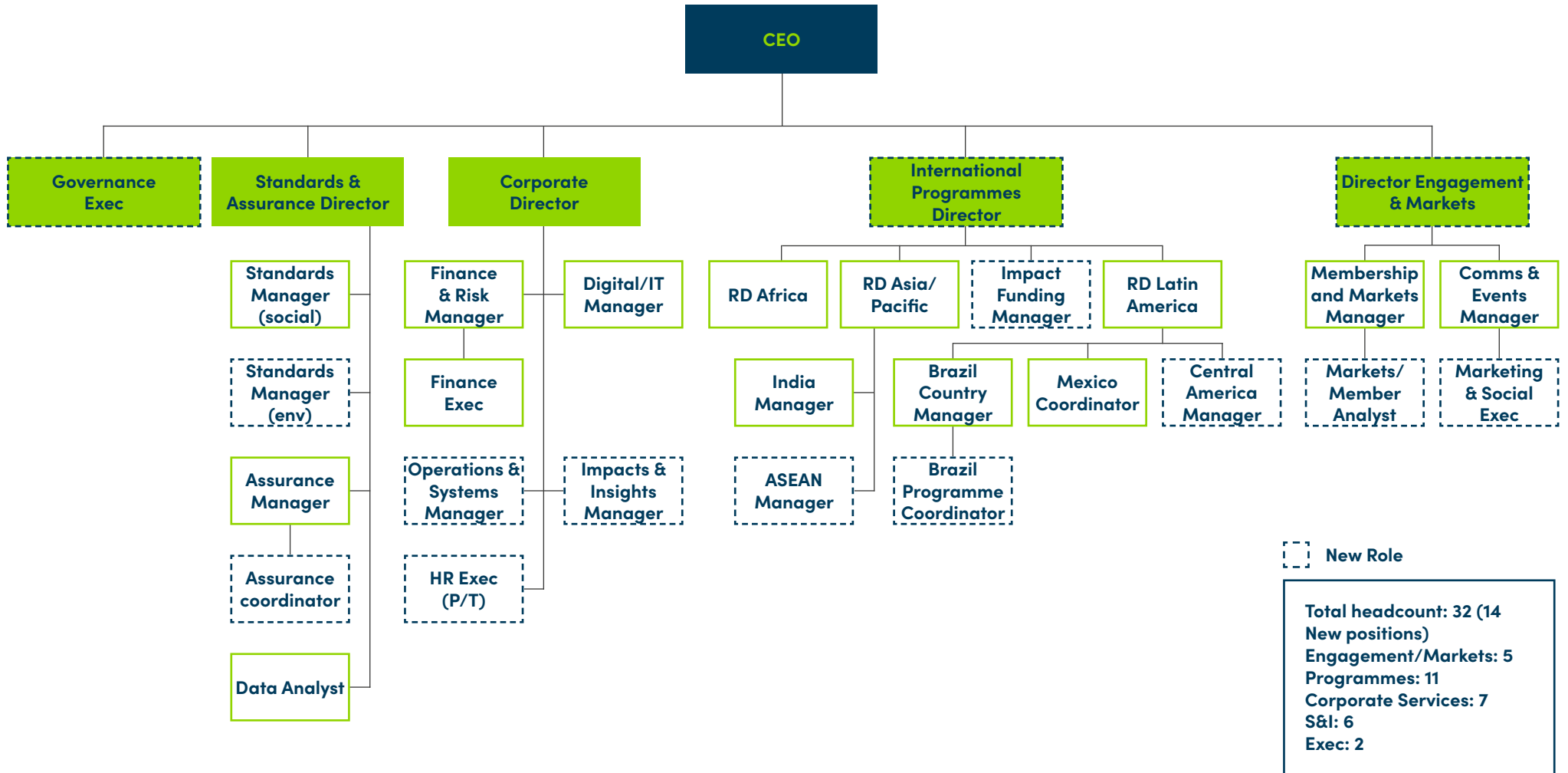
The strategy sets out our ambitions to collectively accelerate the sustainable production and uses of sugarcane through three strategic aims:

- Create shared value across the supply chain
- Improve the environmental impact of sugarcane
- Strengthen human rights and decent work in sugarcane farming and milling.

These aims are underpinned by six main activities: certification and assurance, impact projects, membership development, market development, digitisation, and communications. We will use the combined strength of our global membership to create a powerful force for change.



OCTOBER 2021 TO DECEMBER 2022 GROWTH PLAN



THE ROLE

- TITLE:** Director of Engagement and Markets
- LOCATION:** London is preferred. Other international travel hubs may be considered for the right candidate. Hybrid work model.
- WORKING HOURS:** Flexibility to work outside of normal working hours to accommodate international time zones.
- TRAVEL:** Approximately 20% of time could be spent travelling over the course of a year
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JOB SUMMARY

Working for a dynamic, purposeful, multi-stakeholder organisation you will play a pivotal role in the Bonsucro mission to collectively accelerate the sustainable production and uses of sugarcane and the success of the ambitious new five-year strategic plan. Founded ten years ago, Bonsucro is the most widely adopted standard for sustainable sugarcane and is undergoing an exciting time of expansion and opportunity.

This is a new role to lead and develop the Engagement and Markets team to maximise their impact and deliver on the objectives of the Bonsucro Strategic Plan. Reporting to the CEO, the Director of Engagement and Markets sits on the Senior Management Team and has a key role devising, driving, and collaborating on strategies and initiatives that increase demand for Bonsucro certified sugarcane products, strengthening the profile, reputation, and influence of Bonsucro globally and regionally, and delivering global membership targets.



RESPONSIBILITIES

STRATEGY AND EXECUTION

- Lead, oversee and guide the development and execution of market & membership development plans in existing and new markets/categories for sustainable sugarcane to increase demand and uptake for Bonsucro certified products, an.
- Oversee and guide the development of communication strategies, campaigns, and events, across formats, channels, and regions, and have oversight for their delivery, increasing the visibility and reputation of Bonsucro against annual metrics.
- Manage public affairs, anticipate emerging trends, develop policy positions, and proactive influencing plans, working closely with the CEO and regional leads, to progress the strategic change objectives on climate, water, biodiversity, living wage and human rights,
- Increase engagement with key Bonsucro members, overseeing the delivery of exemplary membership services to the End User member category, contributing to accelerating sustainable sugarcane uptake across the supply chain and creating value-add for members.
- Coordinate across teams to increase number of new members in all categories.
- Oversee implementation of Code of Conduct requirements and internal due diligence processes, closely coordinating with the Director of Corporate Services and regional teams
- Monitor risks on an on-going basis and highlight exceptions and risk immediately to the CEO and Finance & Risk Manager and proactively propose solutions to mitigate them.
- Provide timely updates to the CEO on relevant aspects of the department work plan, including submissions for CEO reports and inputs to the Board and Members Council

INNOVATION & LEARNING

- Lead and support the department to facilitate a learning culture and ensure Bonsucro is kept abreast of key external policy developments and trends related to the thematic priorities
- Support cross-organisation efforts to further digitise Bonsucro products and services and strengthen internal systems, including proper stewardship of data policies.

INCOME AND FUNDING

- Overall responsibility for the Bonsucro Credit Trading Platform and promoting uptake to meet strategic and annual targets (+ 15% per annum to reach 2.2 million per annum by 2026)
- Working collectively to update the funding strategy and significantly increase and diversify the income pipeline through membership fees, consultancy, events, training, credit trading, and developing new data and analytical products.

PEOPLE MANAGEMENT

- Leading by example, to maintain a positive working environment and culture in accordance with the core Bonsucro principles of inclusiveness, adaptability, collaboration, and credibility.
- Lead and manage the department to achieve the strategic goals and departmental KPI's in adherence with organisational culture, learning and core principles.
- Provide regular, consistent, and timely coaching, feedback, guidance, and direction as needed: ensure that this culture trickles down through the direct report managers to the staff.

STAKEHOLDER ENGAGEMENT

- Act as a spokesperson to represent Bonsucro at senior levels across multiple platforms and networks with private sector, governments, and opinion formers.

BUDGETS AND PLANS

- Work together with the Director of Corporate Services and take ownership of the departmental budget planning and proper management and liaise with the Finance team to conduct monthly reviews of departmental expenditure and annual/quarterly budgeting.

CANDIDATE PROFILE

ESSENTIAL CRITERIA

- A collaborative and inclusive leader with senior level experience in sustainability
- Experience working in an international role with multiple stakeholders
- Extensive experience in policy, communications and marketing, stakeholder relations, alliance building.
- Proven understanding of sustainable value-chains and international business dynamics
- Articulate, with excellent written and spoken English, and proven influencer who can work at the highest levels
- Strategic, capable of delivering multiple priorities in a dynamic, complex, and resource-constrained context
- Knowledge and experience in at least two of the following thematic priorities: climate action, water stewardship, biodiversity/regenerative agriculture, labour rights and living wages.
- Good financial management, planning and project management skills.
- University degree in relevant subject – high level of intellect and competency
- Demonstrated commitment to the mission and principles of Bonsucro.

DESIRABLE CRITERIA

- MBA or post-graduate in another relevant subject.
- Knowledge and experience of agriculture supply chains.
- Experience working for a not-for-profit mission driven organisation
- Ability to speak other languages, in particular Portuguese and Spanish.



HOW TO APPLY



All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV, which should be prepared before applying as they will be considered in the application process. The document should be saved in MS Word in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy) e.g., Pat-Jones-CV-122021-Bonsucro.

TIMELINE

Closing Date:

Application will be reviewed on a rolling basis

SELECTION PROCESS

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

EQUALITY STATEMENT

Equality and diversity are at the core of Bonsucro values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

QUERIES

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at bonsucro-director-engagement@oxfordhr.co.uk in the first instance.

ABOUT OXFORD HR

Oxford HR operates globally - mainly within the international development and charity sectors. We carry out retained executive search mandates at board and senior management levels. We also offer human resource and organisational development consultancy.

Oxford HR has many years of experience in search as well as an extensive network of international development, social sector, corporate, public sector, and academic contacts from across the world. We carry out comprehensive and often international searches designed to meet the specific needs of our client.



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