Job Description

Fibershed is a non-profit organization that develops regional and land regenerating natural fiber and dye systems. Our work expands opportunities to implement climate beneficial agriculture, rebuild regional manufacturing, and connect end-users to the source of our fiber through direct educational offerings. We are working to transform the economic and ecologic systems that clothe us to generate equitable and climate change ameliorating textile cultures. Learn more at www.fibershed.org.

Title: Brand Engagement Manager
Status: Exempt (Not subject to overtime)
Supervisor: Fibershed’s Executive Director and Director of Programs
Location: Remote

Job Function:
The Brand Engagement Manager will work with a team that includes six organizations including: Fibershed, the National Center of Appropriate Technology, Seed2Shirt, NY Textile Lab, Colorado State University and the Carbon Cycle Institute. This six organization partnership was awarded a USDA Climate Smart Commodities (CSC) Grant in 2023 and will be delivering outcomes specific to this grant through the end of 2028. The Brand Engagement Manager will work with staff from multiple organizations to support bringing up to 1M pounds of wool and potentially 100M pounds of Climate Beneficial Verified fibers to market.

Principal Tasks:

70% Lead/Promote/Build/Support Market Uptake of Climate Beneficial Wool and Cotton
The Brand Engagement Manager works directly with the National Climate Beneficial Verifier, CSC grant project partners, fiber aggregators, mills, and textile brand partners to support the enhanced uptake of Climate Beneficial wool and cotton fibers within supply chains for textiles and durable goods.

- Brand engagement and outreach — develop a pipeline of new brand partners. Develop and deploy a strategy to cultivate interest and engagement of new and ongoing textile brand partners and industry in Climate Beneficial fiber purchase and use (grant goal is to develop markets for 1M pounds of wool and up to 100M pounds of cotton).
- Participate in multi-stakeholder meetings with grant partners to inform larger Carbon Farm planning and implementation teams about market development opportunities and challenges (monthly).
- Develop and provide educational collateral (storytelling resources) specific to Climate Beneficial (CB) fiber for market partners including Seed2Shirt, NY Textile Lab, textile brands, buyers, and designers.
- For companies that require supply chain guidance: Provide field-to-brand logistical support focused on providing connections with alpaca and small scale wool aggregators (NY Textile Lab), wool pool aggregator (Anodyne), cotton project manager and broker Seed2Shirt, merchants for San Joaquin Valley
• Support and create pre-competitive opportunities for companies to work together in the supply chain to co-develop yarn or other pre-competitive projects (as capacity allows).
• Explore and elaborate design and market innovation opportunities for small growers producing coarse and naturally colored wools - including non-textile durable goods.
• Oversee creation of impact reports for fiber buyers or textile brands through the Carbon Farm Planning and Verification Portal being developed by Colorado State University. Provide traceability documentation to partnering brands and coordinate with National Verifier to support brands to use the online verification portal.
• Track market uptake interests and provide feedback to all grant partners to support the enhanced shaping of the Climate Beneficial Verification Program.

30% Develop and Execute Overarching Market Strategy
The Brand Engagement Manager will develop new strategies to garner market support for elevation of the highest level of ecosystem function in our fiber and food landscapes.
• Work with the National Climate Beneficial Verifier to strategize and consistently evolve one or more brand facing business models for CB commodities including the potential of insetting models, cost disaggregation, and ecosystem services.
• Support National Climate Beneficial Verifier in the development of metrics and aligned accounting strategies for non-GHG impacts that can be realistically implemented within the CB model and can align with brand impact targets and accounting frameworks.
• Host on-farm and off-farm textile brand education and producer networking events with support of the National Verifier.
• Maintain communication with regional project coordinators and work to match supply and demand to generate realistic expectations for expanded market opportunities for fiber producers adopting Carbon Farm Plans and implementing new ecologically attuned practices.
• Work closely with NY Textile Lab, Seed2Shirt, and Northern Great Plains representative (through NCAT), to develop and/or support the development of new marketing channels for the sale of Climate Beneficial wool and cotton.
• Work with the National Verifier to continuously refine the chain of custody and or traceability solutions from farm gate to mill.
• Inform and participate in Climate Beneficial online portal development meetings at selected times (based on portal team needs).
• Use and/or amend our existing legal contracts and manage contract fulfillment as necessary for projects that hold relationships directly with brands or mills.
Skills and Qualifications

- Action oriented, self–starting, enthusiastic and entrepreneurial
- 3-5 year’s experience working within textile systems
- Experience developing multi-stakeholder partnerships
- Experience with event planning
- Graphic design skills

Physical and Mental Requirements: Ability to sit for prolonged periods. Work effectively when working in isolation. Work effectively as a part of a virtual team. Concentrate on a variety of details when faced with interruptions and changing work priorities. Occasionally is required to lift and/or move up to 25 pounds.

Education and Experience Requirements: 4 year degree in Environmental Science, Sustainable Agriculture, Sustainable Development and or 4 years minimum of experience in the field of sustainable business development within textiles. Excellent oral and written communication skills, high proficiency in email communication etiquette and timeliness. Ability to develop, coordinate and sustain partnerships with a range of stakeholders from merchants, mills, to textile brand production, sustainability, innovation and responsible sourcing teams. Leadership capacity to build and engage multiple stakeholders through educational processes to learn and develop an understanding of Climate Beneficial fiber systems.

Fibershed is committed to creating a diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

This job offers full-time employment and PTO. Compensation is commensurate with experience level.

SALARY USD ($71K - $80K a year based on experience)

To apply: please submit a resume, cover letter, and contact information for two professional references by email to admin2@fibershed.org. Include in the subject line “Brand Engagement Manager”.

Applications will be reviewed on a rolling basis until the position is filled.

APPLICATION DEADLINE July 30, 2023