**JOB DESCRIPTION AND SPECIFICATION**

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| **ROLE DETAILS** | | |
| **Job Title** |  | Head of North America Development |
| **Reporting to** |  | Executive Director |
| **Contract** |  | Consultancy |
| **Start date** |  | ASAP |
| **Location** |  | USA |

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| **ABOUT RJC** |
| The Responsible Jewellery Council (“RJC”) is an international global standards and certification organisation, and a Full Member of the ISEAL Alliance–the global association for sustainability standards. The RJC has more than 1,800 member companies that span the global jewellery supply chain from mine to retail. RJC Members commit to and are independently audited against the RJC Code of Practices–an international standard on responsible business practices for diamonds, coloured gemstones, gold, silver and platinum group metals, developed over 20 years. The Code of Practices addresses human rights, labour rights, environmental impact, mining practices, product disclosure and many more important topics in the jewellery supply chain.  RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence. The RJC’s Chain-of-Custody Certification for precious metals supports these initiatives. Through the implementation of the COP and COC members contribute towards the 17 Sustainable Development Goals of the United Nations 2030 agenda. |

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| **JOB PURPOSE** |
| In anticipation of continued future growth in North America, we are looking for an experienced and self-driven representative responsible for the development and expansion of our membership in the US and Canada.  You will actively seek and create opportunities to increase awareness of the benefits of membership of the RJC with the aim of both achieving enhanced engagement and retention of current members and the generation of new members. You will support our members and represent the RJC across a variety of stakeholders in the US and Canada.  The role supports the Executive Director in accelerating the development of the RJC within US and Canada and in turn contributing to the RJC’s long-term success. |

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| **ROLE AND RESPONSIBILITIES** | |
| **Member Retention and Growth (Specific annual KPIs will be developed together)** | * Ensure high retention and engagement of existing members through developing relationships and strategies to communicate the value proposition and specific benefits of continued RJC membership * Increase membership through the development and implementation of innovative strategies to identify potential member opportunities and to heighten awareness of the RJC and the value of membership * Identify and target commercial sectors for potential membership opportunities with an initial focus on retail and manufacturing * Develop sector-specific strategies to increase membership to focus on communicating commercial and reputational benefits * Promote and communicate the reputational and brand value of RJC membership to existing and potential members, their consumers and within the industry |
| **Member Support (Specific annual KPIs will be developed together)** | * Be the primary engagement contact for US and Canadian prospective and existing members * Respond, provide direction to and support members with advice and guidance to ensure member satisfaction and increased member engagement * Promptly refer members to the appropriate RJC team contact to respond to technical queries * Assist members in the implementation of standards in collaboration with the RJC team * Deepen the RJC value proposition during member support interactions |
| **Communications (Specific annual KPIs will be developed together)** | * Represent the RJC at industry events, conferences, trade fares and other networking opportunities * Use the RJC Messaging Pillars at every opportunity to support the RJC’s global communications agenda * Assess and recommend potential media engagement with the RJC communications team ensuring external statements are agreed and approved * Provide updates on strategies and operations to the Management Team. * Monitor and assess North American traditional and social media coverage for issues of relevance to RJC’s global business agenda * Attend and present at critical industry events, representing RJC’s business interests using the RJC’s Messaging Pillars/narrative |
| **Government and Industry Relationships (Specific annual KPIs will be developed together)** | * Build and maintain relationships with key US & Canadian government, regulatory bodies and industry trade associations * Ensure that the US Department of State is regularly briefed about the RJC and initiatives of mutual interest, and that the RJC is briefed on matters of concern to DOS * Engage as necessary with, and monitor, key regulatory and legislative bodies in the US and Canada * Participate in the RJC’s reputation/issue management and crisis response preparation and execution * Ensure that the Jewelers Vigilance Committee is regularly briefed about the RJC and initiatives of mutual interest, and facilitate joint communications and other relevant activities between the RJC and JVC * Ensure that all relevant non-RJC and RJC-member trade associations understand the RJC value proposition and are briefed with RJC key messages which ensure consistent, accurate and positive communication * Ensure positive messaging especially when associations are presenting with the RJC, so that communications are aligned and mutually supportive * Propose opportunities for RJC to increase visibility to key stakeholders on credible platforms * Represent RJC upon request to key stakeholders |

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| **EXPERIENCE AND QUALIFICATIONS** | |
| 1. | Experience in a membership organisation |
| 2. | Experience of developing membership growth and retentions strategy with success |
| 3. | Knowledge of up-to-date industry compliance, standards or certification processes |
| 4. | Bachelor’s degree in a relevant field |

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| **KEY SKILLS AND COMPETENCIES** | |
| 1. | Come with an extensive industry contacts book |
| 2. | Ability to build and develop enduring trusted relationships internally and externally |
| 3. | Ability to work under pressure and prioritise multiple deadlines in a fast-moving competitive environment |
| 3. | Excellent interpersonal skills with an ability to successfully communicate, interact and influence stakeholders |
| 4. | Calm, optimistic outlook with an appetite to succeed |

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| **EQUAL OPPORTUNITIES** |
| The RJC believes one of the fundamental ingredients of running a successful organisation is the provision of a working environment which is truly representative of all sections of society and for each employee to feel respected and to be able to bring their true and unique selves to work.  The RJC’s policy is to provide equality, fairness and respect for all in our employment and provide equal opportunities in all aspects of employment. The RJC is committed to the fair and equal treatment of applicants. The RJC is an equal opportunities recruiter and does not discriminate on the basis of gender, gender identity and expression, marital or civil partnership status, race, colour, national or ethnic origin, disability, sexual orientation, social or economic background, age or any other protected characteristic. |

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| **HOW TO APPLY** |
| Please email your application to [sara-louise.macgillivray@responsiblejewellery.com](mailto:sara-louise.macgillivray@responsiblejewellery.com) including your:   * resume (no more than 3 pages) * cover letter (no more than 2 pages) which address how your education and experience align with the position. Please indicate your starting date availability |