



## TERMS OF REFERENCE

**Position: Social Media Specialist**

**Start Date:** 3 Months from September 2022, with the possibility of extension

**Part time:** 3 days per week

**Deadline for applications:** 28<sup>th</sup> August

**How to apply:** Please send CV and cover letter, including references of your social media work, to [efashion@intracen.org](mailto:efashion@intracen.org)

**Background:**

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) aim to reduce global poverty by involving micro-entrepreneurs from the developing world in international and regional trade. In other words, the Programme enables marginalised communities of micro-entrepreneurs to be part of the international fashion value chain through a business infrastructure, tailored around a unique system of work that enables these communities - mostly women - to thrive in association with the talents of the fashion world. This system of work also involves consumers, through the application of a specific marketing strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour. EFI aims to reduce global poverty by strengthening the capacities of developing country micro producers and social enterprises for export trade, connecting them to the international fashion industry.

The EFI and European Union (EU) Identity Building and Sharing Business Initiative: an Ethical and "Global" Approach to Job Creation and Sustainable Development project aims at bringing about socio-economic development in the participating countries through human capital investment in the cultural and creative sectors, which are mobilized as factors of business development and identity building.

EFI works to raise awareness and educate on sustainability issues, informing consumers and leading the way as a hub for knowledge and resources on ethical production, human rights, climate change and social issues. In parallel, EFI actively promote the producers in their network across multiple channels, including ecommerce, in order to generate work for artisan communities.

To carry this out, EFI run several active social channels (website, Instagram, LinkedIn, twitter, and Facebook) with a combined following of over 140k. This TOR relates to the production of multimedia content for a range of social media channels.

**Description of Duties/Responsibilities:**

Under the general guidance of the Senior Programme Officer and supervision of the Associate Programme Officer (Communications Manager), the consultant will perform the following tasks:

- Produce engaging **video** content for all EFI platforms, including soon to launch ecommerce (reels and long form content).
- Use social media to drive sales on the soon to launch EFI Ecommerce store using **organic and paid marketing**.
- Develop engaging and informative **written materials** for EFI social media channels and blog.
- Edit and deliver engaging **visual material** (photos, graphics, infographics) for all EFI platforms.
- Monitor all EFI activities, artisan production and press mentions to generate newsworthy content for EFI channels.
- Interview international partners to contribute to content production.
- **Review analytics** of Shopify, Website, Facebook, Twitter, Instagram and LinkedIn regularly and interpret the data to continuously improve content quality, particularly relating to engagement and conversion rates.
- Stay abreast of all updates to algorithms of relevant platforms and adjust content strategy in line with this.
- Research sustainable fashion developments, production processes and other information as required.
- Track all social media activity for EU reporting.

### **Copyright**

*The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC. S/he has further to ensure to obtain accreditation to event(s), if required.*

### **Expected Outputs and Timelines**

- Monitor news, social media and EFI developments, daily.
- Develop minimum 6 original social media posts per week, min 1 of which to be video.
- Deliver and monitor effective paid ads for ecommerce, weekly.
- Deliver email marketing, as required.
- Edit video footage for social media, weekly.
- Research and develop one blog for the EFI website, monthly.
- Edit and deliver long form video content as required.
- Design and deliver other communication materials, as required.
- Monitor and report results of work, weekly.

### **Travel**

This is a home-based position.

### **Skills**

Proficient in Adobe Lightroom, Adobe Premier pro or similar, Adobe Illustrator and Canva.

Creative writing: ability to write creatively for a variety of purposes, particularly commercial.

Indepth knowledge of Facebook advertising.

Indepth knowledge of social media landscape and strategies for growth.

### **Experience**

Minimum 2 years professional experience required in marketing and social media.

Proven track record in creating engaging content for online platforms, particularly Instagram.

Proven track record in driving sales results using social media.

Experience using Shopify is desirable.

### **Education**

Bachelor in marketing, communication, fashion or related field.

### **Languages**

Fluent English is required. French is an asset.