

TERMS OF REFERENCE

Graphic Designer

3 months: November 2022– January 2023

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 communication strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour.

The EFI and 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.

As part of the PCTP's objective to provide market-access for communities of micro-artisans through the distribution of ethical fashion products, the project is developing some specific market-promotion materials. This includes digital and print material explaining the story of the artisans behind the product and demonstrating the concept of EFI's work to consumers and the fashion industry. This also includes industry-standard digital assets (which should also be convertible in print) that communicate the core of EFI's work: supplying the international fashion industry, promoting African designers, working in the poorest places in the world with some of the most skilled artisans, educating and informing consumers on ethical fashion issues, growing a community of ethical fashion consumers.

Description of Duties/Responsibilities

Under the general guidance of the Chief Technical Advisor and the direct supervision of the Senior Programme Officer, the incumbent will undertake the following tasks aimed at producing marketing tools for the EFI Audience (Corporate, Consumers, Donors):

- Developing online catalogues, brochures, invitations and other visual materials;
- Overseeing visual identity for ITC-EFI's marketing tools;
- Streamlining presentations and other visual tools;
- Developing marketing materials for EFI projects;
- Produce graphics communicating EFI's involvement with artisans from countries where EFI operates.

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

1. Produce graphics to promote Season 3 EFI podcast including web banners, social media posts, illustrations, monthly.
2. Produce visuals (invites/illustrations) for EFI Events including; pop-up stores, Sustainability Summit, Christmas Card.
3. Design visual presentations for EFI commercial projects including; special bag production, Ecommerce brand, ESG Framework, monthly.
4. Design visual presentations for EFI institutional/country projects, monthly.
5. Recommend updates to be implemented on ethicalfashioninitiative.org, monthly.
6. Contribute to website design, as required.
7. Develop graphics promoting sustainable fashion for website and Instagram, as required.

Skills

Graphic design with a high level of creativity and adaptability. Ability to think out of the box.

Education

Undergraduate degree (BA/BSC or other)

University degree in graphic design, fine arts or visual communications field.

Extensive relevant experience may be accepted in lieu of the university degree.

Experience

Required Experience:

Minimum 10 years required.

Other Experience:

Experience of graphic design and communications.

Language

Working knowledge of English. Another UN language is an asset.