

## **TERMS OF REFERENCE**

### **Culture Project & ESG Coordinator**

#### **2 months: December 22- Jan 23**

### **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 European Union (EU) funds PCTP's Identity Building and Business Sharing Initiative, which showcases creativity and talent in cultural sectors like art, photography, cinema and music, in seven dynamic countries: Cote d'Ivoire, Eritrea, Kazakhstan, Kyrgyzstan, Kenya, Mali, Uganda, Iran, Uzbekistan, Tajikistan and Turkmenistan.

As part of this Initiative, EFI runs several projects to accelerate and support entrepreneurs. This includes Accelerator programmes, including the Fashion Accelerator to support young designers from Africa in production management, marketing and business planning, with the objective of making them investment-ready. EFI's Culture has extensive marketing and promotion activities such as events, conferences and Hackathons. These areas of work require a dedicated human resource to provide logistical support and creative inputs to this range of activities. Lastly, EFI has developed an ESG Framework to measure and report on the sustainability of the fashion industry. The growth and implementation of this framework requires support and input of a consultant with knowledge of ESG. This TOR incorporates all of these aspects.

### **Description of Duties/Responsibilities**

Under the general guidance of the Chief Technical Adviser and the direct supervision of the Senior Programme Officer, and in coordination with other members of the EFI team, the consultant will perform the following tasks:

- Support the EFI Accelerator teams in planning and coordinating production, marketing and promotional activities with the Accelerator participants;
- Support the EFI team working on the ESG framework, coordinating activities with stakeholders and contributing to the development of the framework.
- Support the EFI team in coordinating marketing and promotional EFI Culture's events;
- Support the EFI Social Media and Communication manager in tracking and increasing EFI social media reach.

### **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. Organise and participate in EFI Culture's marketing and promotion events, update tools, weekly.
2. Under the supervision of the SPO, support the Culture teams' work in conjunction with ITC's human resources, legal department, and procurement, weekly,
3. Weekly update EFI Accelerator Programmes project planning tools and organisation of monthly meetings with each selected brand and follow up with deliverables;
4. Administrative and logistical coordination of EFI events, as required.
5. Create and update individual profiles for each of the Designer Accelerator brands on the JOOR digital showroom platform, as required.
6. Maintain EFI photo library and archive and coordinate marketing materials for EFI clients, including social media, weekly.
7. Update EFI website with media and press articles, weekly.
8. Update social media tracker, monthly.
9. Preparation of presentations related to ESG and Culture project, monthly.
10. Organise and participate in ESG Framework project meetings, weekly.
11. Updates to ESG tools following consultations with stakeholders, weekly.

## **Skills**

Pragmatic, dynamic, excellent communicator and team player.

## **Education**

Postgraduate degree (MA/MSc/MBA, PHD or other)

University degree in fashion communication, fashion business or similar.

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

## **Experience**

### **Required Experience:**

3 years.

### **Other Experience:**

Professional experience in a related field.

## **Language**

Fluency in written and spoken English. French or Italian is an asset.