

## Terms of Reference – International consultant

**Assignment title:** Digital Marketing Coordinator

**Contract duration:** 3 months from September 2020

**Duty station:** home-based

**Travel:** possible travel

**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) is funding PCTP's EFI to support increased job creation in the ethical fashion and design value chains in Afghanistan. This project is part of a global effort to address root causes of migration and create economic opportunities in developing countries. In Afghanistan, the project aims to address the root causes of irregular economic migration and displacement by developing two broad value chains in the lifestyle market as tools to create sustainable employment and livelihoods for documented and undocumented returnees, internally displaced people. The European Union (EU) is also funding 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, Mali, Uganda, Iran, Uzbekistan and Tajikistan. EFI works together with leading private sector players to strengthen culture sectors and increase cultural exports.

EFI works with artisans and producers in the field, operating through social enterprises that are part of an international supply chain. The Initiative's work also involves the promotion of its activities through different means: social media, printed materials and cultural events that are a strong platform to raise awareness about fair labour, sustainable consumption, ethical lifestyle, migration and various other themes linked to EFI's work. This job description outlines the work of an international consultant, which will focus on ensuring effective and efficient communications of project results in Afghanistan and other projects to external stakeholders.

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

Under the general supervision of the Poor Communities and Trade Programme (PCTP)'s Chief Technical Adviser and overall guidance of the Senior Programme Officer and the Associate Programme Management Officer the consultant will perform the following tasks:

Output 1: Website maintenance: update the EFI - **including** pages about the Afghanistan and Culture projects -such as country, food, migration and displacement pages - including a story profile for every collection. Work to include:

- Content writing and editing
- SEO Management
- Mobile Optimisation
- Design of Bespoke Subpages when required
- Traffic Analysis

Output 2: Coordinate the development of new graphics related to specific EFI news, events and/or products and disseminate on other EFI platform;

Output 3: Update the Chinese version of <http://www.ethicalfashioninitiative.org>;

Output 4: Update the French version of <http://www.ethicalfashioninitiative.org>;

Output 5: Co-ordinate content creation with suppliers and partners, whereby content for sites and social media is supplied and carefully timed with products and activity launches;

Output 6: Coordinate the production of videos for story-telling, education and promotional purposes.

Output 7: Create content for EFI branding/marketing activities;

Output 8: Coordinate email marketing efforts - including newsletters for the Afghanistan project - and blog management;

Output 9: Advise and collaborate with other EFI team members on implementation of EFI traceability system.

Output 10: Manage digital marketing of 'Opportunities are Here' campaign and advise campaign team.

Output 11: Management of the UN Alliance for Sustainable Fashion platforms; Website and Social Media. Coordinate with partners and update website where necessary. Regular Updates to alliance social media.

Output 12: Advise partners when necessary on Digital Marketing Strategy. Support partners in the implementation of this process through training where necessary.

Note: 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 individual contractor contract and for the subsequent dissemination by ITC in any form. Documentary proof will be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. 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.

### **Expected Outputs and Timelines**

1. Website updated, monthly.
2. New graphics produced, bi-monthly;
3. Chinese website updated, monthly
4. French website updated, monthly
5. Content coordination for EFI branding/marketing activities, monthly
6. Production management of 3 videos, by Nov 31st
7. Digital Activation for EFI projects, monthly
8. Email marketing, every 3 months
9. EFI traceability system in place, by Nov 31st
10. Opportunities are here Campaign Successfully Marketed, by Nov 31st

11. UN Alliance for Sustainable Fashion platforms updated by Nov 31<sup>st</sup>.
12. Satisfactory support given to partners on request.

**Travel**

Home-based with possible travel

**Skills**

Experience in developing digital marketing tools and promotional materials

**Education**

Undergraduate degree (BA/BSC or other)  
University degree in Economics and Social Studies

**Experience**

**Required Experience:** three years of professional experience

**Other Experience:**

Professional experience in customer service and communication is desired

**Language**

Fluency in written and spoken English