

Terms of Reference – International consultant

Assignment title: EFI Market Liaison Local Expert

Contract duration: 17th August to 10th December 2020

Duty station: Kabul

Travel: possible

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) aims at reducing 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 that aims to increase awareness on the story behind each product and allow people to make informed choices in their purchasing behaviour.

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.

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 enterprise business support services to ensure alignment with EFI's business model and sustainable business ecosystems in the project's value chains. This job description outlines the work of a National Consultant that will liaise between EFI Kabul based social enterprises and international market partners. The consultant shall also monitor the development of EFI's Kabul based social enterprise business plans in collaboration with EFI's business plan expert and monitor implementation of compliance system for Kabul based social enterprises.

Description of Duties/Responsibilities:

- 1) In coordination with EFI and Kabul based social enterprises, assure effective and efficient communications between EFI Kabul based SEs and EFI international and local market partners. This work includes:
 - Continuous communications exchanges on production updates, challenges, questions and feedback;
 - Follow up on raw material origin, delivery, availability;
 - Follow up on delivery of products;
 - Advise and assure constant updates on Stock Keeping Units (SKU) and other traceability measures;
 - Advise on potential local sales promotion activities;
 - Organize and carry out local sales promotion activities;
 - Researches, compiles and organizes information and reference materials from various sources for reports, work plans, studies, briefings, meetings/conferences, etc.
 - Assists in the preparation of presentation materials for SEs and EFI;

- 2) In coordination with EFI, Kabul based social enterprises and EFI Local Business plan expert, advise and enable implementation of basic management systems at each SE. This work includes:
 - In-house bookkeeping;
 - Advise and screen developments in business plans;
 - Management and production team meetings;
 - Collect and collate sales, impact and investment reports for SEs on a quarterly basis.
- 3) Social distancing regulations permitting, organize meetings, promotional activities for the project. This work includes:
 - Develop agenda programme for meeting;
 - Organize participation of EFI partners, SEs, team, as required;
 - Organize location and logistics requirements;
 - Prepare presentations ahead of meeting;
 - Ensure participants received all required documentation and have been briefed;

Expected Deliverables:

1. Effective and efficient delivery of Fall collection of EFI Kabul SEs is delivered to buyers;
2. Draft business plans from Kabul SEs are successfully delivered;
3. Basic management system implemented in each Kabul SE
4. At least one meeting/ promotional activity organized;
5. Communications with international market buyers is successfully implemented, including:
 - Continuous communications exchanges on production updates, challenges, questions and feedback;
 - Follow up on raw material origin, delivery, availability;
 - Follow up on delivery of products.

Competencies:

- Good analytical skills;
- Capacity to synthesise a large amount of information and complex data;
- Pro-active and initiative-driven behaviour;
- Strong capabilities to synthesize a large amount of complex data and information;
- Capacity to travel and to network;
- Excellent strategic thinking, interpersonal, presentation, written and oral communication skills.

Education:

Advanced degree (MA/MSc or other)

Master and University degree in international relations, business administration, economics, or related field.

Experience:

- At least 2 years of experience required for this task;
- Proven experience working in business development and/or sales;
- Proven expertise in international trade, business development issues;

Languages: Fluency in written and spoken English, as well as working knowledge of Dari or Pashtun