

Terms of Reference – National consultant

EFI Kenya

Assignment title: Communication Advisor

Contract start: January 2025

Contract duration: 6 months

Duty station: Nairobi

Travel: Yes

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) reduces global poverty by enabling micro-entrepreneurs from the developing world in international and regional trade. The Programme supports marginalized communities of micro-entrepreneurs to become part of the international fashion value chain through a bespoke business infrastructure around a unique system of work that enables these communities – mostly women – to thrive in association with the talents of the fashion world. EFI works by creating a permanent linkage between the market and micro-producers, a link harnessed through social enterprises that run production and trade hubs. The four key stakeholder groups of this model are consumers, buyers and businesses in the lifestyle sector, social enterprise running centralized production hubs and artisans and micro-entrepreneurs grouped in legal entities.

The Agency of the Italian Development Cooperation (AICS) and the International Trade Centre (ITC) are working together on an ambitious project Designing the Future, a Green and Inclusive Fashion Ecosystem for Kenya. For this, EFI has developed in collaboration with the Association of Italian Fashion Camera Nazionale Italiana de la Moda (CNMI) Environmental Social and Governance Due diligence System (ESG): a system and suit of tools to enable companies operating in the fashion value chain to share principles of sustainable, fair and just work for all. As part of this, EFI is carrying out extensive work to communicate with multiple audiences that are pertinent for the project: consumers, especially those committed to sustainability; fashion brands; civil society and advocacy stakeholders.

In this context, EFI is looking to hire a highly skilled communication manager based in Kenya in order to be the main focal point coordinating all EFI's communication activities. This position requires expertise in strategic planning, social media management, content creation, and event communications. The ideal candidate will ensure alignment with our organisation's and values while driving impactful messaging across all platforms.

Description of Duties/Responsibilities:

Under the general supervision of the Senior Programme Officer and in collaboration with EFI's project assistant the incumbent will undertake the following tasks:

1. Communication Strategy

Define and execute a comprehensive communication strategy that aligns with the organization's (ITC) overarching goals and communication guidelines. Develop a roadmap for implementation, ensuring alignment with global and project-specific guidelines.

Key Deliverables:

- Develop and maintain a communication strategy and implementation plan.
- Ensure consistency in messaging across all communication channels, aligning with ITC Corporate Communications guidelines.
- Monitor and adjust the strategy based on analytics and feedback.
- Collaborate with key teams to align messaging with organizational goals.
- Provide regular reports on the effectiveness of the communication strategy.

2. Social Media Management

Create and manage social media plans, ensuring consistent and engaging content across all platforms. Oversee the posting schedule, content curation, and performance reporting to maximize audience engagement. EFI social media being (Instagram, Facebook, X, LinkedIn, Vimeo, Youtube, EFI website included).

Key Deliverables:

- Develop and implement a social media calendar with planned posts.
- Create captions and visuals that align with the organization's tone.
- Monitor and report on social media performance (analytics, engagement).
- Respond to audience comments and messages to build engagement.

3. Content Creation

Oversee the creation of visual and written content, working with photographers, videographers, and designers. Manage the production of photos, videos, and graphics for events, newsletters, and campaigns.

Key Deliverables:

- Plan and coordinate photoshoots and video production with creative teams.
- Supervise the development of content for digital platforms, newsletters, and campaigns.
- Ensure content aligns with brand guidelines and project requirements.
- Review and edit content for quality and consistency before distribution.
- Organize and maintain a library of visual and written assets for future use.

4. Event Communications

Support the communication efforts for events, ensuring clear and effective messaging through press releases, invitations, newsletters, and social media campaigns.

Key Deliverables:

- Draft and distribute press releases, invitations, and promotional materials.
- Coordinate with event organizers to ensure alignment with communication goals.
- Manage event-related social media content and live updates.
- Develop post-event reports highlighting communication outcomes.

Expected Deliverables:

- 2 to 3 social media posts per week;
- Monthly general EFI social media reports;
- Quarterly social media reports for each project as needed;
- Yearly communication report for EFI (listing all activities and communication achievements);
- Coordination the production and delivery of photo/video shooting when relevant ;
- Review EFI communication assets and website and update them when relevant;
- Manage communication around the events organized by/attended by EFI when applicable.

Competencies:

Proven experience in communication management, social media, and content creation.

- Strong writing, editing, and organizational skills.
- Ability to manage multiple projects and meet deadlines.
- Proficiency in digital tools for content creation and analytics.
- Experience in coordinating creative teams and working with diverse stakeholders.

Education:

Undergraduate degree (BA/BSC or other) in communication, media or fashion/luxury field.

Experience:

5 years experience in communication in lieu of education.

Languages:

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