

## **Terms of Reference – International consultant**

**Assignment title:** Merchandising and Sales Advisor - EFI Designer Accelerator

**Contract duration:** May 1st - September 30th 2022

**Duty station:** Home based

**Travel:** International travels

### **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. EFI connects marginalized micro-entrepreneur communities with global lifestyle brands operating in the field of fashion, interior design and food. By producing for these international brands, micro entrepreneurs can improve their lives through ethical work that values their craft and heritage. EFI's unique business and development model is centered on the private sector and enables the production of luxury goods in some of the most challenging and remote locations.

EFI's B542 project, "EU Identity Building and Sharing Business Initiative: An ethical and 'glocal' approach to Job Creation and Sustainable Development", financed by the European Union (EU), implies interventions in the following countries: Uganda, Kenya, Mali, Ivory Coast, Tajikistan, Uzbekistan and Iran by supporting the creation of a new market for creative goods in these countries, thus contributing to job creation and poverty reduction. As part of this EFI runs an African Designers Accelerator (EFI Accelerator) through which it supports designers in production management, marketing and business planning, with the objective of making them investment-ready. The Accelerator includes a very concrete and business-oriented training to enable Accelerator participants to learn the technical skills as well as the soft-skills required to work in the international value chain of fashion.

This ToR relates to a consultant with a solid experience in the fashion industry, and experience in working with designers and creative minds. The candidate will work as part of the EFI African Designers Accelerator team for sales and merchandising of the 3 designers from the Kenyan Accelerator group and the 3 designers from the 2nd EFI Accelerator cohort.

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

Under the general guidance of the Chief Technical Adviser, PCTP and the direct supervision of the Senior Programme Officer the consultant will perform the following tasks:

- Continuously research competitors and define positioning and for the designers from EFI Kenyan Accelerator (3) and the EFI Accelerator 2nd cohort (6 brands), looking

into potential opportunity and regions for growth within different areas, across diverse country and market segments;

- Support the brands in fine tuning the collection planning and defining a merchandising strategy and product development to spur growth and improve sales margins;
- Manage the Accelerator wholesale and retail sales: pricing strategy and listing, prepare materials for the sales season (brand books, terms and conditions ready, shipping window, delivery, payment and conditions, etc.)
- Connect with international market stakeholders and coordinate sales: set up of appointments in the calendar, evaluate special projects and curated propositions; follow up;
- Represent the Accelerator during appointments, follow up on confirmation orders, support all the brands on chasing payments, follow up on brands delivery schedule to retailers;
- Provide counsel on brand development, sales and programming related to the EFI brand.

**Expected Deliverables:**

1. Provide comments and inputs on issues related to promoting African fashion, by 31 May 2022;
2. Detailed and documented research on positioning and competitors for each brand (9) submitted, by 30 June;
3. Wholesale and retail sales pricing listing/line-sheets submitted, by 31 July;
4. Showroom in Paris identified (TBC), by 31 July;
5. Sales and brand book material, production and delivery schedule for pre-post sales season for each brand (6) submitted, by 31 August;
6. Template for the team to monitor sales performance, feedback, quality production assessment and delivery to retailers, by 31 August;
7. Reviewed and updated sales pricing listing/line-sheets submitted, by 31 August;
8. Sales and brand book material, production and delivery schedule for pre-post sales season submitted, by 15th September;
9. Meetings with buyers organized and followed up, by September 31st;
10. Sales confirmed after sales season, by 31st September.

**Competencies:** Know-how of the fashion ecosystem, wholesale and retail sales, merchandising and creative direction.

**Education:**

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

Masters degree in fashion business or similar.

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

**Experience:** At least 7 years of professional experience in fashion or a related field.

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