

Terms of Reference – International consultant

Assignment title: Partnerships and Production Coordinator / Local Production Assistant

Contract duration: 12 months

Duty station: home

Travel: local 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 communication strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour.

The EFI and EU Identity Building and Sharing Business Initiative: an Ethical and "Global" Approach to Job Creation and Sustainable Development project aims at bringing about socio-economic development in the participating countries through human capital investment in the cultural and creative sectors, which are mobilized as factors of business development and identity building.

This job description relates to the Opportunities are Here (OAH) project in Côte d'Ivoire (CI), which aims to foster entrepreneurial spirit in young Africans by developing entrepreneurship and job opportunities, and connecting different stakeholders within an existing ecosystem. As part its implementation, the project team requires a Local Coordinator.

Description of Duties/Responsibilities:

- 1) Liaison with local partners & media;
- 2) Assist in the organization of the OAH programme and related administrative work;
- 3) Monitor OAH contestants, keeping track of training developments;
- 4) Assist in the management of projects OAH CI and its partnerships, including implementation, liaison, translations, and logistics;
- 5) Coordinate communication, including liaison with jurors, trainers, media partners, incubators, contestants and networks;
- 6) Liaison with the editors and media partners for the production of the episodes and video content;
- 7) Organization of the visual campaign and coordination of the OAH Bootcamp photo-shoot;
- 8) Administrative management of scoring process;
- 9) Monitor and assist jurors' deliverable.

Expected Deliverables:

- 1) Networks with local creative industry & youths established, by 01/07/2020;
- 2) OAH programme delivered, by 01/07/2020;
- 3) Calendar of Incubator Master classes delivered, by 01/08/2020;
- 4) MEDIA PARTNER production assisted and reported with a weekly email;
- 5) Jurors deliverables tracked with a weekly report;
- 6) Live streaming executed, by 01/11/2020;

- 7) Delivery of the visual campaign: contestants' profiles (12) and photo-shoot resulting in 30 high resolution edited pictures, by 01/11/2020;

- 8) Contestant scoring monitoring updated and delivered monthly;
- 9) Delivery of final contestants' scoring sheets;
- 10) Delivery of final episodes;
- 11) Episodes broadcasting on OAH platforms.

Competencies:

Community management; Website management; Organization and administration of online services; Online Promotion, networking.

Education: BA in IT, communications, event management or similar.

Experience: At least 2 years of experience in community management and online services in lieu of education.

Languages: Fluency in French. Intermediate knowledge of English is an asset.