

## Terms of Reference – International consultant

**Assignment title:** UK Branding Expert

**Contract duration:** 20<sup>th</sup> June to 31<sup>st</sup> December 2020

**Duty station:** UK

**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 the facilitation of sales in international markets, particularly in USA, UK and Europe. The promotion of project activities and marketing for social enterprises is also a key output of the project, particularly as marketing tools are also used as 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 the International Consultant that will ensure Afghan EFI SEs in food – particularly saffron and dry fruits and nuts companies – can successfully reach the UK market through a business plan aligned with market and consumer requirements in the UK and Europe. Travel within Europe is possible.

**Description of Duties/Responsibilities:**

- 1) Develop questionnaire for EFI food social enterprises (SEs) in order define market positioning for each food SE in the UK. The survey shall analyse their competitiveness and suitability for the market, identifying suitable customers and creating sales information;
- 2) In coordination with EFI, Afghan social enterprises and UK sales expert, provide inputs and feedback on:
  - Website and packaging development of each SE, taking into consideration buyer inputs and in alignment with UK market and consumer requirements;
- 3) In coordination with EFI, Afghan social enterprises and UK sales expert, develop a business plan for targeting UK markets, particularly marketing and sales strategies that will include:
  - Competitive analysis for product market combinations including several distribution channels, possibly starting with B2B and upon experience with UK market adding a B2C component;
  - Buyer appraisals (where the products are purchased. Include a graphic: consumer profiles per market channels and type of consumption);

- Commercialization and legal model proposals;
- Product development options based on market potential;
- Sales and pricing recommendations;
- Import, storage and logistics recommendations and model;
- Cost of Goods Sold, Gross margin analysis, Tax and net Profitability analysis including landed costs, UK logistics – distribution and marketing costs;
- SWOT analysis;
- Brand development and assessment, labelling, certification and packaging requirements;
- Commercial campaigns for Afghan food products, including negotiation of retail and shelf space for specific capsules and or pop up stores;
- Piloting of commercialization models;

**Expected Deliverables:**

- 1) Questionnaire on market positioning of each SE delivered to EFI for implementation. The survey shall successfully analyse SE competitiveness and suitability for the market, identifying suitable customers and creating sales information;
- 2) Feedback and inputs on website and packaging of foods SEs delivered successfully.
- 3) Business plan report targeting UK markets developed successfully. The report shall include what type of market and distributor SEs should target, what type of logistics and legal requirements the SEs need to get into the UK market, certification and labelling requirements, is there potential for SEs to supply UK markets with value added products, what are the associated costs related to this new business market channel).

**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 4 years of experience required for this task:
- Proven experience working in branding and marketing of ethical/ sustainable products in UK;
- Proven experience on business plan development, marketing and strategic sales campaign;
- Proven expertise in international trade, business development issues;

**Languages:** Fluency in written and spoken English