

Terms of Reference – International consultant

Assignment title: UK sales expert

Contract duration: 20th June to 31st 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 buyers in the UK.

Description of Duties/Responsibilities:

- 1) In coordination with EFI, Afghan social enterprises and UK strategy and branding expert, provide inputs and feedback on:
 - UK business plan;
 - Website and packaging development of each SE, taking into consideration buyer inputs and in alignment with UK market and consumer requirements;
 - Sales positioning for Afghan food products.
 - In coordination with EFI and saffron social enterprises, the consultant shall implement a series of sales promotion activities targeting UK B2B markets:
 - Represent saffron SEs in trade shows (if COVID-19 conditions permit and trade shows available);
 - Send out sample packages to distributors and collate feedback;
 - Send out sample packages to retailers to encourage feedback / buy in;
 - Visit key distributors to introduce and sell the brand;
 - Select list of top potential distributors to send trials and target in sales efforts;
- 2) In coordination with EFI and saffron social enterprises, the consultant shall implement a series of sales promotion activities targeting UK B2B markets:

- Represent saffron SEs in trade shows (if COVID-19 conditions permit and trade shows available);
 - Send out sample packages to distributors and collate feedback;
 - Send out sample packages to retailers to encourage feedback / buy in;
 - Visit key distributors to introduce and sell the brand;
 - Select list of top potential distributors to send trials and target in sales efforts;
- 3) In coordination with EFI and SE on dry fruits and nuts, the consultant shall implement a series of sales promotion activities targeting UK B2B and B2C markets:
- Represent dry fruits and nuts company in trade shows (if COVID-19 conditions permit and trade shows available);
 - Send out sample packages to distributors and collate feedback;
 - Send out sample packages to retailers to encourage feedback / buy in;
 - Visit key distributors and retailers to introduce and sell the brand;
 - Select list of top potential retailers to send trials and target in sales efforts;
- 4) Social distancing and international travel regulations permitting, organize a commercial mission of Afghan SEs to the UK, including buyer meetings, sample and testing requirements, guidance on marketing and promotion in alignment with buyer expectations. If mission to UK is not possible organize online meetings between potential buyers and Afghan SEs;
- 5) Facilitate sales with a minimum of 2 distributors in the UK on behalf of Afghan SEs before official launch of the brands to ensure basic distribution network is ready for launch;

Expected Deliverables:

- 1) Inputs and feedback on UK business plan, website and packaging development, and sales campaign sent to UK strategy and branding expert and EFI;
- 2) Sales promotion activities for saffron SEs implemented successfully;
- 3) Sales promotion activities for dry fruits and nuts company implemented successfully;
- 4) Mission or online meetings between Afghan SEs and buyers organized successfully;
- 5) Sales contracts with at least 2 distributors in the UK delivered successfully for Afghan SEs;

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 sales, 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 expertise in international trade, business development issues;

Languages:

Fluency in written and spoken English