

Terms of Reference – International consultant

Assignment title: Podcast Production Advisor

Contract duration: from asap until March 31st.

Duty station: home-based

Travel: may require international 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 marketing strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour. EFI aims to reduce global poverty by strengthening the capacities of developing country micro producers and social enterprises for export trade, connecting them to the international fashion industry.

The European Union (EU) funds PCTP's Identity Building and Business Sharing Initiative, which showcases creativity and talent in cultural sectors like art, photography, cinema and music, in seven dynamic countries: Cote d'Ivoire, Eritrea, Mali, Uganda, Iran, Uzbekistan and Tajikistan.

As part of its work in raising awareness on sustainability issues, informing consumers and leading the way as a hub for knowledge and resources on ethical production, human rights, climate change and social issues, the EFI is producing a podcast series involving stakeholders from a wide range of backgrounds.

This consultancy relates to the conceptualization, production and dissemination of these podcasts.

Description of Duties/Responsibilities:

Under the general supervision of the Poor Communities and Trade Programme (PCTP)'s Chief Technical Adviser and overall guidance of the Senior Programme Officer the consultant will perform the following tasks:

- Management the podcast recordings, via zoom or other digital tools;
- Prepare interviews, research and write scripts;
- Oversee the sound editing and audio production.

Note: The consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this individual contractor contract and for the subsequent

dissemination by ITC in any form. Documentary proof will be submitted to ITC. S/he has further to ensure to obtain accreditation to the event(s) as required. Should any license fee be due for the use of copyrighted materials of third parties, the consultant shall request the prior written permission from ITC.

Expected Deliverables:

1. Podcast Series concept idea (themes, personalities, etc.) delivered, by September 31st;
2. 6 Podcasts recorded, edited and disseminated, by December 31st;
3. 5 Podcasts recorded, edited and disseminated, by March 31st.

Competencies:

Experience in journalism, interviewing personalities and podcasts

Education:

Master degree in communication, journalism of similar

Experience:

At least 5 years of professional experience in a related field in lieu of diploma.

Languages:

Fluency in written and spoken English, French is an asset