

Terms of Reference – International consultant

Assignment title: EFI Accelerator Branding Advisor

Contract duration: four months

Application deadline: 15th November 2021

Duty station: Home-based

Travel: NA

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.

The EFI and EU Identity Building and Sharing Business Initiative (IBSBI): 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.

EFI Culture showcases creativity and talent in sectors like art, photography, cinema and music, working with the private sector to strengthen culture sectors and increase cultural exports. The arts, but also fashion and cuisine, are expressions of culture and identity, anchored in collective memory. EFI builds on existing skills and creativity, investing in human, productive and marketing capacity to bring intrinsic value to the surface, so people across the world can enjoy it and the communities creating it can thrive.

The development of African talent is actively reinforced in the EFI's ventures. Since 2013, through the mentoring of numerous African fashion brands and showcasing designers at events such as Vogue's Fashion Night Out, Pitti Uomo and Altaroma, the EFI has introduced African talent and design to the global stage. The EFI's African Designer Accelerator Programme is a project of the EFI Identity Building and Business Sharing Initiative (IBSBI) funded by the European Union, highlights local fashion designers, encourages manufacturing with artisans, and supports the advancement of export capabilities. This consultancy relates to a position that will support designers and the EFI b2c team in defining their brand identity and communicating effectively with consumers, press/media and buyers.

Description of Duties/Responsibilities:

Under the general supervision of the Senior Programme Officer, and in collaboration with the EFI Accelerator team, the incumbent will have the following responsibilities:

1. Assess existing communication capacity of EFI Accelerator Designers.
2. Provide relevant and tailor-made guidance for the Accelerator Designers and the EFI B2C brand to improve their communication strategy.
3. Support designers and EFI B2C team in determining brand voice and messaging.
4. Support designers in producing new content that is suited for their business.

Expected Deliverables:

EFI Designer Accelerator:

1. Brand communication consultations (on zoom) with three designers by 1 December 2021;
2. Follow up consultation (on Zoom) with three designers, by 10 December 2021;
3. Brand story and designer biography text for three designers, by 15 December 2021;
4. Collection story text, including product names and descriptions for three designers by December 22nd 2021;
5. Outstanding edits and 1 full set of business-to-consumer short-form text content for social media for designers by 31st December 2021.

EFI B2C Brand:

1. Brand communication consultation with the EFI B2C team on communication strategy, tone of voice and messaging by December 15th 2021;
2. Brand voice, About us, Taglines and 4 community descriptions by December 31st;
3. 4 collection descriptions; 40 SKU product descriptions and 10 social media copies by January 30th 2022.

Product photos will be available in December.

Competencies:

Experience writing, PR or journalism related to fashion.

Education:

University degree in journalism, communications or similar.

Experience:

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

Languages:

Fluency in written and spoken English. Capacity to work in French and Italian are also an asset.