

Terms of Reference – International consultant

Assignment title: Direct to Consumer Advisor

Tentative start date: January 2025

End date: 30 June 2025 (6 months)

Duty station: Home-based

Travel: no travel envisaged

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.

EFI's substantial expansion to Kenya with the "Designing the Future, a Green and Inclusive Fashion Ecosystem project (funded by AICS), aims to consolidate existing business relationships linking Kenyan producers with international buyers and at the same time develop a new network of MSME's working with stakeholders from the fashion industry. As part of this, EFI is recruiting a video editor to support the EFI team with audio-visual promotional materials.

In Benin and Burkina Faso, EFI works with the "Support to Business Friendly and Inclusive National and Regional Policies, and Strengthening Productive Capabilities and Value Chains" Programme which aims to complement the European Union support for private sector development in ACP countries, under the context of the joint ACP-EU Programme for ACP Private Sector Development Support, adopted by ACP-EU Council of Ministers in Nairobi in 2014, and is financed from the 11th European Development Fund.

With major focus on the development of agriculture and agri-business value chains, the Programme is designed to achieve two key outcomes: (1) adopting and implementing business-friendly, inclusive, and responsible national policies and legal frameworks, and (2) strengthening productive, processing, promoting, and marketing capabilities and value chains.

This ToR relates to a professional consultant with experience in fashion, lifestyle and creative industries, who will lead the execution of a Direct to Consumer vision, coordinating across regions and teams to ensure successful product launches, e-commerce development, and global events. This role demands a highly organized professional with strategic foresight, strong communication skills, and a passion for ethical fashion.

Description of Duties/Responsibilities:

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

- **Strategic Leadership:** Develop a comprehensive business plan for a D2C brand, establish governance and logistical structures, and integrate regional EFI Social Enterprise Partners from three regions to meet international standards.
- **Legal:** Secure trademarks and legal protections across Europe, the UK, and key African markets to safeguard the brand.
- **Product Development and Market Launch:** Collaborate with designers and artisans to create collections reflecting craftsmanship, sustainability, and cultural storytelling, integrating market research and commercial strategies to ensure profitability and alignment with consumer preferences.
- **Logistics and Supply Chain:** Develop global shipping and distribution strategies, negotiate logistics partnerships like DHL, and evaluate the need for regional storage hubs to optimize e-commerce operations.
- **Financial Management:** Implement transparent revenue-sharing models for artisans, track budgets and profits, and reinvest in capacity-building projects to sustain long-term growth.

Expected Deliverables:

- Comprehensive business plan developed by January 31st;
- Collection concepts finalized with clear commercial objectives February 28th;
- Trademarks secured in target markets by March 31st;
- Target costings and pricing models approved for all products and product prototypes ready for review by April 30th;
- Logistics and supply chain fully operational by May 31th;
- Interim board and governance meetings and Report and recommendations and first financial report by June 30th.

Competencies:

- Familiarity with financial management, business planning, and governance structures.
- Proficiency in digital tools, e-commerce platforms, and project management software.

Education:

University degree in project management, brand development and communications or similar.



Experience:

- Proven track record in project management, preferably in fashion, e-commerce, or social enterprise.
- Experience working with multi-stakeholder initiatives across diverse cultural contexts.
- At least 5 years of professional experience in a related field in lieu of a diploma.

Languages:

Fluency in written and spoken English and French.