

**Terms of Reference – International consultant
EFI Kenya**

Assignment title: EFI Content Development and Copywriting Advisor

Tentative start date: ASAP

End date: 31 March 2025

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. 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.

To maximise the output and impact of its presence in Kenya, EFI has engaged an implementing partner, Tujikuze. EFI, in partnership with Tujikuze, is supporting and leveraging the fashion value chain with the aim of creating employment opportunities and economic development for communities across Kenya and the continent. This ToR relates to a professional consultant with experience in fashion, lifestyle and creative industries, who can support the development of branding and communication written assets for a revamping of EFI website and for the development of the website of Tujikuze in Kenya.

Description of Duties/Responsibilities:

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

1. Assess existing communication capacity of EFI Website and communication channels.
2. Provide relevant and tailor-made guidance for EFI to support EFI in developing a new communication strategy and improve its web and social media communication.



3. Review all EFI general write ups and update the text with the new projects and activities.
4. Support Tujikuze team in determining brand voice and messaging.
5. Develop Tujikuze's narrative descriptions and written content for all the website.

Expected Deliverables:

EFI, Social Enterprise Partner Tujikuze:

1. Communication consultation with the Tujikuze team to collect information, before 10 December 2024;
2. First proposal of Brand voice, About us, Taglines, Our Work and Our Impact sections delivered by 20 December 2024;
3. Remaining Tujikuze website content developed based on the Tujikuze Website structure submitted by 17 January 2025.

EFI Website:

1. Communication consultation with EFI team by 20 January 2025;
2. Review and suggestion for strategy on EFI communication tone and website tone by 31 January 2025
3. All EFI Website written assets and general blurbs (About us long and short version; Sustainability and Impact, EFI in West Africa; EFI in Kenya; EFI in Côte d'Ivoire, EFI in Lesotho), edited by 31 March 2025

Competencies:

Experience writing, PR or journalism related to fashion / creative industries.

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.