
Terms of Reference (TORs)

EFI Promotion, Visibility and Project Support Intern

Division/Section:	Division of Sustainable and Inclusive Trade (DSIT)/ Women, Youth and Vulnerable Communities Section (WYVC)
Type of internship:	Regular
Duty Station:	Home Based
Duration of assignment*:	6 months, starting October 15th

**The general rule is that internships are full-time. In case of part-time work authorised by OCPM, the hiring manager is responsible to ensure that work schedule and duration are adjusted as per the OCPM approval.*

BACKGROUND:

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, whose mandate includes assisting developing and transition economies to take advantage of expanding trade opportunities in an increasingly complex global environment.

About the Ethical Fashion Initiative(EFI)

The ITC Women, Youth and Vulnerable Communities (WYVC) 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 marginalized 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. For the Ethical Fashion Initiative, lifestyle choices impact livelihoods. EFI creates and strengthens social enterprises in emerging economies, connecting discerning international brands in fashion, interiors, fine foods and the arts with talented local artists, designers, artisans and micro-producers. Savvy investors, pro-poor champions and mindful consumers find value in a virtuous circle that creates not just premium products, but also stable, dignified work, and creative and resilient women, men and communities.

DESCRIPTION OF DUTIES/RESPONSIBILITIES

The intern will work under the direct supervision of EFI's Senior Programme Officer and the communication team and will have the following responsibilities:

Under the general supervision of the Senior Programme Officer and the communication team the selected intern will have the following responsibilities:

- Contribute to the development of EFI's communication strategy for all various social media channels (Website, Instagram, LinkedIn, X and Facebook)
- Contribute to the development of communication outputs for Ethical Fashion Initiative social media accounts : 3 posts/week for social media; 1 blog post per 2 weeks for EFI's Website;
- Contribute to the development of communication outputs for Ethical Fashion Initiative including; video editing, presentations, graphics, meeting minutes, emails, website updates, database maintenance, newsletters, articles and reports;
- Contribute to data collection for social media tracker report (EFI website and social media channels);
- Provide support in the planning, organisation and implementation of EFI in-person and digital events if relevant;

- Support EFI communication activities, such as preparing documents, presentations and content (photos, videos, text) for the EFI website;
- Ensure that EFI communication work is aligned with the T&E policies and requirements;
- Support in general project reporting related activities;
- Attend ITC editorial meetings, effectively share EFI communication activities and collaborate with C&E colleagues on joint communication;
- Assist with any other tasks related to the Ethical Fashion Initiative, when necessary.

REQUIREMENTS

EDUCATION

Applicants to the programme shall, at the time of application, meet one of the following requirements:

- a) Be enrolled in a graduate school programme (second university degree or equivalent, or higher);
or
- b) Be enrolled in the final academic year of a first university degree programme (minimum bachelor's level or equivalent);
- c) Have graduated with a university degree (as defined in a or b above) and, if selected, shall commence the internship within one year of graduation.

Relevant field of studies e.g. business studies, communication and marketing.

Previous experience or internships in communication, event coordination and/or e-commerce/retail projects would be an asset.

LANGUAGES AND SKILLS

Written and spoken fluency in English; other UN languages an asset.

Qualifications and competencies required:

- Knowledge of the Fashion Industry;
- Excellent creativity and ability to develop new ideas;
- Excellent verbal and written communication;
- Self-driven and motivated;
- Excellent attention to detail;
- Commitment to the UN goals.

LEARNING ELEMENTS

1. Gain practical experience in fashion marketing and communications, fashion retail projects, ethical fashion systems.
2. Enhance digital communication skills by implementing a Digital Communications strategy and gaining practical experience in managing online platforms, such as project web pages, social media, and email marketing.
3. Acquire skills relating to effective communication, event coordination and working in the UN System.

Student work plans can be adjusted to achieve the academic requirements in their field of study or time can be made available to advance their academic obligations.

Please email your CV and cover letter to efashion@intracen.org with the subject line "EFI Promotion, Visibility and Project Support Intern" and register to the ITC internship roster here - <https://hrapps.intracen.org/internsonline/Login.aspx?ReturnUrl=%2finternsonline>

ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.