

Terms of Reference - International Consultant

Assignment title: EFI Communication Advisor

Start Date: September 1st, 2025

Contract duration: 12 Months

Duty station: Home Based with possible travel to EFI Operations

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) reduces global poverty by enabling micro-entrepreneurs from the developing world in international and regional trade. The Programme supports marginalized communities of micro- entrepreneurs to become part of the international fashion value chain through a bespoke business infrastructure around a unique system of work that enables these communities – mostly women – to thrive in association with the talents of the fashion world. EFI works by creating a permanent linkage between the market and micro-producers, a link harnessed through social enterprises that run production and trade hubs. The four key stakeholder groups of this model are, consumers, buyers and businesses in the lifestyle sector, social enterprise running centralized production hubs and artisan micro-entrepreneurs grouped in legal entities.

The Agency of the Italian Development Cooperation (AICS) and the International Trade Centre (ITC) are working together on an ambitious project Designing the Future, a Green and Inclusive Fashion Ecosystem for Kenya. EFI follows a management logic based on Environmental Social and Governance Due Diligence System (ESG), encompassing a suite of tools to enable supply chain actors in the fashion value chain, to share principles of sustainable, fair and just work for all. ESG assists businesses to create and manage equitable and sustainable value chains and provide a foundation of business ethics and a set of tools to construct value chains that are socially and environmentally sustainable. The system leverages the existing set of tools as well as those created by EFI to enable all value chain actors to manage their production activities in an ethical and sustainable manner. There are tools for each component of ethical trade. ESG stresses partnership, shared responsibility, and co- creation in defining the steps that each value chain actor must take to deliver an ethical fashion or lifestyle product.

Description of Duties/Responsibilities

1. Strategic Communication:

- Advisory on EFI's global communication strategy, aligning with programme goals with the international fashion industry, and donor requirements.

- Advisory on consistent messaging and branding across all platforms and countries.
- Advisory on EFI managed platforms such as UN Alliance for Sustainable Fashion and Hands of Fashion site.

2. Content Creation:

- Propose the creation of high-quality content e.g. brochures and decks, stories, newsletters, press releases, social media, videos, reports.
- Propose editorial calendar and supervise copywriting, and multimedia production.

3. Local Communication Support:

- Assess local communication capacities in target countries (Burkina Faso, Benin, Côte d'Ivoire, Kenya, Lesotho).
- Review and approve locally produced content, ensuring alignment with EFI's tone, messaging, and standards.
- Provide training, tools, and capacity-building for local teams.

6. Digital Communications:

- Suggest a rehaul for the EFI website, social media channels, and email communications.
- Suggest and implement digital campaigns that promote EFI's work, artisans, and impact.
- Monitor engagement and analytics to optimize strategies.

7. Monitoring & Reporting:

- Track communication KPIs and prepare regular reports for management and donors.
- Ensure donor visibility and communication deliverables are met per grant agreements.

Description of deliverables

1. Global Communications Strategy

Deliver a comprehensive Global Communications Strategy aligned with EFI's mission and 2025–2026 priorities, within the first 60 days.

2. Editorial Calendar

Produce and monitor a detailed 12-month content calendar (social media, website, campaigns, and publications) updated quarterly, with themes, key dates, and responsible teams.

3. **Brand Messaging Toolkit**

Develop a brand messaging toolkit (mission statement, key messages, tone of voice, visual identity guidelines) and update annually in consultation with EFI leadership.

4. **Monthly Social Media Reports**

Deliver quarterly analytics reports for EFI's social platforms (engagement, reach, follower growth, top-performing posts) with recommendations for optimisation.

5. **High-Impact Storytelling Outputs**

Support the production of **6-8 high-quality multimedia stories (video, photo essays, long reads)** annually showcasing EFI's impact on artisans, sustainability, and circular fashion.

6. **Press and Media Engagement Plan**

Develop and implement an annual media engagement plan including press releases, pitches, and targeted journalist outreach for at least 10 media placements/year in global outlets.

7. **Website Overhaul and Maintenance Plan**

Lead a full review and refresh of the EFI website within 6 months, including improved UX, updated content, SEO optimisation, and quarterly content audits.

8. **Events**

Conceptualise and lead execution of at least **2 global events per year**, tied to fashion seasons, SDGs or EFI milestones.

9. **Country-Based teams**

Coordinate the work of country-based teams (4-6), with bi-monthly meetings and support in their respective areas of work which includes supporting the local social enterprises and domestic / regional visibility. This includes comms support for EFI's Hands of Fashion work.

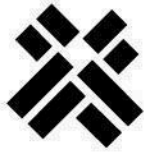
10. **Capacity Building for EFI Teams**

Design and deliver **2 communication training sessions per year** for EFI team members and implementing partners (e.g., storytelling, media handling, digital tools).

11. **Communications Impact Report**

Prepare the Communications Report (3-6) for both EFI-led and indirectly implemented projects, summarising activities, outcomes, key metrics, learnings, and recommendations for the following year.

12. **General Support EFI**



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Provide other types of support related to events, social media, publications, and visibility for EFI monthly.

Skills

Extensive knowledge of arts, events, creative industries and production of events;

Education

Postgraduate degree (MA/MSc/MBA, PHD or other)
fashion, art, event management.

Extensive relevant experience may be accepted in lieu of the university degree.

Required Experience:

At least 5 years of working in fashion, art or event management.

Experience of working in difficult contexts and capacity to manage complex projects is valued.

Language

French and English are required.