

## Terms of Reference – International Consultant EFI Kenya

**Assignment title:** Visual Content Producer

**Contract duration:**

**Tentative Start Date:** 15/01/2024

**Tentative End Date:** 15/02/2024

**Travel:** No travel

**Background:**

Established in 1964, the International Trade Centre (ITC) is the joint technical cooperation agency of the United Nations and the World Trade Organization (WTO) in charge of the sustainable promotion of trade and of exports from developing countries and economies in transition. The goal of the ITC is to make businesses in developing countries more competitive in global markets, accelerate economic development and contribute to the achievement of the United Nations Sustainable Development Goals (SDGs). Thus, the organization contributes to the creation of jobs at the level of segments of agricultural value chains and promising services, especially for young people and women.

This post is located within the Women, Youth and Vulnerable Communities (WYVC) section in the Division of Sustainable and Inclusive Trade (DSIT).

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 professional working in the space of visual communication to help promote the Initiative key messages around work, sustainability, women's empowerment and creativity.

**Duties and Responsibilities**

Support the production of visually compelling and substantive promotional content that EFI can use to convey messages around sustainability to its audience in Kenya.

**Deliverables:**



- Create a mural of about 5 x 10m illustrating the main skills EFI is engaged with in Kenya, at minima and not limited to basketry, weaving, beadwork, silk, tailoring.

**Skills:**

- Skilled production of promotional materials and visual content;
- Strong graphic design skills.

**Education:**

- Undergraduate degree (BA/BSC or other) University degree in Film, Art or related studies;
- Extensive relevant experience may be accepted in lieu of the university degree.

**Language**

Fluent English is required. Capacity to speak Kiswahili would be an advantage.