

Terms of Reference – National Consultant EFI Kenya

Assignment title: Photographer

Contract duration: 6 months

Tentative Start Date: 15 September 2024

Tentative End Date: 15 March 2025

Duty Station: Nairobi, Kenya

Travel: Local travels included

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 production of new visual content for EFI and its partners in Kenya.

Duties and Responsibilities:

Support the production of visually compelling and substantive video content that EFI can use to convey messages around sustainability to its key audience: consumers, fashion professionals and designers.

Deliverable:

- Produce 6 videos of 2-3 minutes, by 31 March 2025;

- Produce 6 sets of photos, by 28 February 2025;
- Support EFI team in organising production of visual content, i.e. moodboards and logistics plans, by 31 Jan 2025;
- Produce 10 short reels of a few seconds, by 31 Dec 2024;
- Create a database of new photographers, illustrators, graphic designers and film-makers in East Africa, by 30 November 2024;
- Develop at least 3 new creative proposals for visual content, by 31 October 2024;
- Produce 2 videos, 5-6 reels and a photo collection for CONAD, by 30 September 2024;

Skills

- Skilled production of promotional photo materials;
- Strong photo editing skills;
- Problem-solving, team player, excellent communicator

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.

Experience

- Experience in photo production for marketing and communication purposes.
- Experience in creative direction.
- Experience of producing fashion content is an asset.

Language:

Fluency in English and Kiswahili is required. Knowledge of another local language would be an asset