

## **Terms of Reference: ITC Remote Internship Programme**

**Internship title:** Communications Intern - Ethical Fashion Initiative

**Division (in full):** Division of Sustainable and Inclusive Trade

**Section (in full):** Poor Communities and Trade Programme – Ethical Fashion Initiative

**Supervisor:** Ms. Heather BARNES, Associate Programme Officer

**Duty station:** Remote working location

**\*Please note, this internship is completely remote and virtual as part of ITC’s Pilot Remote Internship Programme. It is only open to individuals from low-income countries, least developed countries, small island states, post-conflict and developing countries.**

**Internship duration:** 6 months, starting October 2022

Please note this is an unpaid position.

### **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 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 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.

### **Duties and responsibilities**

Under the overall guidance of the Associate Programme Officer, the selected intern will:

- Contribute to the development of communication outputs for Ethical Fashion Initiative including; social media content, video editing, presentations, graphics, copy, meeting minutes, emails, website updates, database maintenance, newsletters and reports;
- Provide support in the planning, organisation and implementation of EFI in-person and digital events (film screenings, talent contests, fashion presentations);
- Support the development of EFI B2C commercial projects, update tracking tools, track sales, liaise with partners, prepare communications materials (website content, presentations, concept notes, social media content).



- Support EFI social enterprise partners in their communications efforts including; copywriting, social media, website development.
- Participate in meetings and contribute to the development of communication outputs for the UN Alliance for sustainable fashion including; minutes, emails, website updates, database maintenance, newsletters and reports;
- Assist with any other tasks related to the Ethical Fashion Initiative, when necessary.

### **Qualifications, competencies and experience required**

#### **Educational and work experience requirements:**

Be enrolled in the second or higher academic year of the first university degree programme (minimum Bachelor's level or equivalent); Be enrolled in a graduate school programme (second university degree or equivalent, or higher); or have graduated with a university degree and, if selected, must commence the internship within one year of graduation;

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

#### **Languages and skills**

- Applicants should have an excellent command of the English language – both written and spoken. A working knowledge of French would be an asset;
- Strong copywriting/creative writing skills.
- Advanced computer literacy skills required, particularly in relation to Microsoft Suite, knowledge of Canva is highly advantageous.
- Have an excellent knowledge of social media platforms, be familiar with trends on tiktok, instagram, facebook with a grasp of how to create engaging content.
- Strong interpersonal skills; ability to work in a diverse team.
- Detail orientation, accuracy, flexibility and ability to work under pressure and tight deadlines required. The ideal candidate will have a natural creative intuition and aptitude for presenting materials in an effective and attractive way.
- Knowledge of the fashion industry and related sustainability initiatives, with an interest and basic knowledge of artisanal production.

#### **Training Components and Learning Elements**

- Gain meaningful work experience in the area of trade-related technical assistance aimed to expand their academic, professional and personal learning;
- Gain experience in the work of ITC and deepen knowledge and understanding of ITC's goals, mission and their concrete implementation;
- Participate in conferences and workshops related to ESG Due Diligence, UN Alliance for Sustainable Fashion, Fashion industry.

#### **On completion of the assignment, the Intern is expected to:**

- Have acquired a clear understanding of sustainability as it relates to fashion and the relevant stakeholders involved;
- Have gained practical experience in fashion marketing and communications, fashion retail projects, ethical fashion systems;
- Have acquired skills relating to effective communication, event coordination and working in the UN System.

#### **How to Apply:**

Please send your CV and cover letter to [efashion@intracen.org](mailto:efashion@intracen.org) by 7<sup>th</sup> October, with the email title 'Communications Intern'.