



**Home of Fair Trade
Enterprises**

Junior Consultant MADE51 for sales

Background

MADE51 - Market Access, Design and Empowerment for Refugee Artisans – is a global, collaborative initiative designed to connect refugee artisans with markets. By modernizing traditional skills, building business acumen, partnering with social enterprises, and linking with retail brands and buyers, UNHCR and its MADE51 partners will be able to connect refugee-made artisanal products with international markets where they are in demand.

The World Fair Trade Organization (WFTO) seeks to support the development of UNHCR's MADE51 initiative, by ensuring that refugee artisans are working according to Fair Trade standards (fair wage payments, decent working conditions, environmental concern, etc.) and that their supporting local social enterprises are export-ready and have the capacity to connect refugee-made crafts with markets where they are in demand. The WFTO will support this through co-development of the Pathway to MADE51 and onboarding process, and through technical support and activity coordination.

The goals of MADE51 are:

1. Uplifting refugee artisans through income, skills and connections;
2. Supporting the growth of local, social enterprises in hosting countries;
3. Keeping cultural traditions and talents alive;
4. Revealing refugees as talented, positive contributors;
5. Engaging the private sector to join forces with UNHCR in supporting refugees.

The MADE51 implementation model is to identify refugee artisans and engage a local social enterprise (LSE) who together develop and market a product line. To ensure that the social enterprise has the ability to integrate the refugee-made product line into their operations and introduce it to their customer base, marketing support, business development services and seed funding is offered. UNHCR and its partners will showcase the product collection through a MADE51 brand and marketing platform, which widens sales opportunities and offers new market access for refugee artisans and their supporting social enterprises. Recognizing that UNHCR is a humanitarian actor with extensive knowledge of its Persons of Concern, UNHCR invites Strategic Partners to contribute their technical expertise so that MADE51 can reach its goals through a true collaborative initiative.

Objectives

The aim of this consultancy is to support sales and marketing for MADE51 products from September to December 2020. MADE51 is launching the 'Holiday Collection', a unique range of Christmas tree ornaments, each one developed by a refugee artisan group in collaboration with a local social enterprise partner. For retailers, Holiday Collection is presented through a stand-alone sales display that features the ornaments and associated storytelling. The Holiday Collection offers a clear and tangible way to educate consumers around the world about the positive contributions that refugees can make and raise visibility about UNHCR's work worldwide. Market testing has revealed there is strong consumer interest.

Support is needed to introduce the Holiday Collection to European and US retailers and make it available for direct customer purchase in 2020. The consultant will coordinate the marketing and sales for MADE51 products, with a specific focus on the Holiday Collection and an overall sales goal of 20,000 ornaments in 2020. Once the Holiday Collection sales are underway, the focus will be adjusted to marketing and sales of the larger MADE51 collection.

Activities

- 1) Develop and implement a B2B sales plan:
 - a. Send Holiday Collection marketing material to current retail contacts registered in the MADE51 CRM system (SalesFlare) and follow up with contacts.
 - b. Research US and European retail outlets for which the Holiday Collection would be a good match.
 - c. Develop a list of retailers to approach.
 - d. Upon approval of the list, approach buyers and track their responses.
 - e. Use Salesflare and a tracking sheet to track contact information, buyer responses, and commitments/potential for 2020 and beyond.
 - f. When the buyer is ready to order, make a connection between the buyer and the fulfillment partner (Rice Hong Kong) and support with order placement.
 - g. Follow-up on all communication and provide ongoing support to the buyer and fulfillment.
 - h. Finalize a consignment concept and agree on when it can be used.

- 2) Develop and implement a D2C sales plan:
 - a. Support and ensure cohesion with other MADE51-linked holiday sales events and opportunities, such as MADE51 online shop, Christmas markets, Pop-up shops, etc.
 - b. Research and explore other opportunities, taking into consideration the following potential:
 1. UN sales opportunities through the United Nations, such as UN gift shops in Geneva, Copenhagen, New York, Nairobi, etc.
 2. Sales opportunities through international schools in Europe, i.e. Ecolint.
 3. Sales opportunities through private sector companies, i.e., Nestle, Patek Philippe, etc.
 4. Special activity at holiday events.
 - c. Develop the concept behind a Holiday Collection holiday event to support sales:
 1. Gather input and develop a concept plan.
 2. Suggest the concept to retailers and UNHCR offices as an easily organizable event.
 3. Remote support with the implementation of the event.
 - d. Support the development of the concept behind Holiday Collection pop-up events:
 1. Gather inputs and develop concept plan.
 2. Suggest concept to partners, LSE partners and retailers as an easily organizable event.
 3. Remote support with implementation of the event.

- 3) Support the MADE51 team on the communication and social media plans and activities for the Holiday Collection.

- 4) Follow-up on other visibility opportunities, such as MADE51 ornaments on the UNHCR Christmas tree.

- 5) Other activities and assignments, as assigned by the MADE51 team.

Qualifications

- Graduate degree (Master's or equivalent) in Business Administration, Social Science, Economics, Communications or related field, or university degree with equivalent work experience;
- Work experience with international sales and familiarity with market trends and forecasts is strongly desired;
- Work experience related to coordinating refugee inclusion in global value chains is strongly desired;
- Previous working experience with organizational skills and project coordination experience, and information management practices is desired;
- Successful background in working within a team and mentoring other team members to increase your and your team members' success;
- Excitement to work in a high-growth environment and to help build processes and tools as needed;
- Demonstrate interpersonal, networking and analytical experience;
- Excellent command of English necessary, knowledge of other languages is desired;
- Previous experience working with UNHCR or UNHCR partners is a plus.

Expression of Interest Requirements

Freelance suppliers interested in this scope of work are requested to send:

- 1) Quote for the scope of work & proposed number of days required to achieve it.
- 2) CV.
- 3) Letter of motivation and three references.

Please submit these to made51@wfto.com by 23 September 2020. The consultancy will be home based and full time, starting immediately after selection and ending 31 December 2020.