



## Home of Fair Trade Enterprises

# Consultancy Offer with MADE51 MADE51 Buying & Merchandising Consultant

**Contract:** Consultancy contract

**Location:** Home-based, with potential for field travel as required

**Application deadline:** 24<sup>th</sup> March 2024

**Start date:** 1<sup>st</sup> of April 2024.

**Period:** April – July 2024. Extension possibility upon needs assessment

**Remuneration:** Commensurable with qualifications and agreed upon with selected consultant

### Background

The World Fair Trade Organization is the global network of organisations representing the Fair-Trade supply chain. Membership in WFTO provides Fair Trade organisations with credibility and identity by way of an international guarantee system, a place of learning where members connect with like-minded people from around the world, tools and training to increase market access, and a common voice that speaks out for Fair Trade and trade justice - and is heard.

WFTO is UNHCR's main implementing partner on MADE51 and supports UNHCR to carry out and accomplish activities related to including refugee artisans in the global value chain and ensuring their products reach the market through the MADE51 marketing platform.

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 Fair Trade for Refugee Artisans* project seeks to support the development of UNHCR's flagship global artisan initiative, MADE51, 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 World Fair Trade Organization will support this through implementation of the Ethical Compliance Assessment (MADE51 Pathway), through technical assistance missions and remote support, and through market access opportunities.

WFTO and MADE51 are looking for a consultant to develop and manage the critical path for timely marketing and product readiness for both B2C and B2B channels for MADE51 refugee-made products. The role entails:

1. Developing a delivery schedule to optimize logistics, planning and shipping efficiency,
2. Creating range plans for detailed product management,
3. Generating reports to guide sales strategies and product development.
4. Streamlining processes, automating tasks in excel, and implementing workflow management systems.

Upon completion of the assignment, the consultant is expected to deliver:

1. A curated and optimized product range ready for market introduction, including excel templates

2. Standard Operating Procedures (SOP) with the MADE51 commercial partner and planning that sets targets for both buy and sale of products to increase revenue for refugee artisans
3. A comprehensive merchandising strategy designed to maximize product visibility and sales
4. Clear critical path, defined and being followed
5. Enhanced supply chain processes and systems developed, ensuring product quality, availability, and timely delivery.

This position is key to ensuring MADE51 products are effectively priced, positioned, and delivered, aligning with market demands and operational efficiency

## Professional Background and key skills and competencies

The ideal candidate will possess:

- + Master's degree in Sales, Marketing, Finance, or a field related to the position.
- Proven experience in buying and merchandising, preferably in the artisan or craft sector, and systems development
- Experience working with international markets and understanding of ethical and sustainable product sourcing.
- Familiarity with the workings of social enterprises and/or experience in sectors that contribute to social good is highly desirable.
- Proven track record of working with cross-functional teams to meet sales targets and deliverables.
- Excellent organizational skills, with a demonstrated ability to manage multiple priorities, quickly adapt to changing business needs, and meet tight deadlines.
- Strong understanding of global market trends and consumer preferences.
- Analytical skills, with the ability to interpret data to make informed decisions.
- Creative problem-solving skills, with a proactive approach to addressing challenges and optimizing sales processes.
- Deep understanding of the global retail landscape, including key players, market dynamics, and consumer trends.
- Strong alignment with the values and mission of MADE51 and UNHCR.
- Ability to work independently with minimal supervision, as well as part of a team.
- Excellent knowledge and usage of Excel.

## Remuneration

The work schedule and payment will be determined based on the consultant's experience and the project's budget. The consultant will coordinate closely with MADE51 commercial partner, the MADE51 team, and WFTO staff. The consultant will be evaluated and remunerated based on delivery of the mentioned activities. The MADE51 Lead will, in collaboration with WFTO, determine the extent to which the KPIs are completed throughout.

## Application and Deadline

Those candidates interested in this position should email their cover letter and CV/résumé in English to Sergio Silva at [made51@wfto.com](mailto:made51@wfto.com) by 24<sup>th</sup> of March 2024. Remuneration is according to daily fee or rates agreed with the selected candidate. Selection of candidates will proceed on a rolling basis until securing the desirable candidate for the position.

\* Due to privacy requirements and regulations, all CVs and application letters will be deleted within 3 months of the application.