



Home of Fair Trade Enterprises

Consultancy Offer with MADE51

Public Relations freelance consultant for Magazine feature placement (Sahel Collection)

Contract: Consultancy contract

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

Application deadline: 20th April 2024

Start date: 24th of April 2024.

Period: Deliverable-based. 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), technical assistance missions and remote support, and through market access opportunities.

WFTO and MADE51 seek a PR freelancer to create and pitch a magazine feature highlighting the MADE51's Sahel Collection.

Timeline

One-working day to do research, pitch development, and submission. Further work beyond the initial pitch will depend on the feedback received and potential interest from magazine editors.

Assignment Details

1. Identify Target Publications

- Select magazines / publications with a focus on fashion, lifestyle, or humanitarian causes. Target at least 5 publications.



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2. Craft Pitch

- Develop a compelling pitch outlining the story angle, key points, and potential impact of the feature.
- Highlight the unique aspects of the MADE51 jewelry collection, such as its craftsmanship, cultural heritage, and the artisans' journey.
- Emphasize the intersection of fashion, empowerment, and social responsibility in the narrative.
- Tailor the pitch to resonate with the ethos and audience of each targeted publication.

3. Pitch Submission

- Submit pitches to 5+ selected magazine editors
- Ensure pitches are concise, engaging, and tailored to each publication's guidelines.

4. Feedback and Iteration

- Await responses from editors and be prepared to address any queries or requests for additional information.

Professional Background and key skills and competencies

- Master's degree or experience equivalence in Public Relations, Communications, Marketing, and related fields
- Prior experience or familiarity with the United Nations High Commissioner for Refugees (UNHCR) is preferred.
- Experience with UNHCR GWA team is also a plus.
- Prior experience in the placement of stories in leading fashion / consumer goods publications.
- 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, MS Office, and graphic design tools

Application and Deadline

Those candidates interested in this position should email their proposal including their daily rate, cover letter and CV/résumé in English to Sergio Silva at made51@wfto.com by 20th of April 2024. Remuneration is according to daily fee or rates agreed with the selected candidate. **Selection of the consultant 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.