

# Terms of Reference

## Consultancy Assignment – Digital Content Development

### Background

Fairtrade is the most recognized and trusted sustainability label in the world. We are a global organization that is co-owned by more than 1.9 million farmers and workers who earn fairer prices, build stronger communities, and have control over their futures.

As part of our brand and communication efforts within Fairtrade International, we are looking for a consultant to support the development of digital content during the months of January and February 2023.

The consultant should develop a comprehensive calendar of content which makes an emphasis on specific areas the communications team will provide, and external trends she/he/they observes in the digital sphere and via our monitoring tool.

In addition, the consultant should optimise one of our web sections within the website.

### Scope of work

#### **The following activities are to be run weekly during January and February**

Starting on 5 January the consultant should:

1. Develop and revise a weekly social media content calendar covering Fairtrade International's main channels (Instagram, Twitter, Facebook and LinkedIn) which proposes specific content for three days of the week.
2. Draft copy for each post proposed.
3. Design an accompanying visual.
4. Schedule all posts via our tool: Falcon
5. Monitor our social media channels (one hour estimated per day) to share and engage with relevant accounts, plus flag if issues arise.

Team is open to suggestions on which direction to go based on performance of previous posts, provided they respect the brand guidelines and we would expect the consultant to draw conclusions and recommendations.

#### **The following activity is to be completed before February 28.**

1. Optimisation of About section on Fairtrade.net: the current About section is highly complex and has not been revised in a year. It is repetitive and it takes several clicks for users to get the full story. We would want the consultant to simplify and revise this section. This includes copy drafting and picking design elements (photography, colours, etc)

### Requirements

- Three to five years' experience in providing written content, in English, as a social media producer, writer, or similar, with proven sound editorial judgement.
- Proven track record in CMS and web management
- In-depth knowledge/experience of one of the following: sustainability, economics, international development issues; ethical trade or corporate social responsibility.
- Languages: Excellent command of the English language (native speaker or equivalent).
- Experience with design tools preferred

**Next steps:**

Please send your CV and budget proposition for the activities detailed below to [j.tourne@fairtrade.net](mailto:j.tourne@fairtrade.net) before 12 December. The top candidates will be invited for a 30 minute conversation.