



## Terms of Reference

### Job Title: Communication Coordinator

**Location:** Remote

**Type:** Consultancy Contract

**Remuneration:** 400 Euros/ month

#### 1. Background and Strategy:

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping.

Fairtrade's approach enables farmers and workers to have more control over their lives and decide how to invest in their future. As a leader in the global movement to make trade fair, Fairtrade supports and challenges businesses and governments while connecting farmers and workers with the people who buy their products.

Fairtrade NAPP is a Producer Network of Fairtrade International, working to secure a better deal for farmers and workers in Asia and Pacific. The producers share a 50% ownership of the Fairtrade system and have an equal voice in all decisions that affect them. Currently, Fairtrade NAPP has 200+ Producer Organizations across 18+ countries in Asia and the Pacific Region. Fairtrade strengthens the position of farmers and workers in the value chain. By offering an alternative approach to trade, Fairtrade NAPP supports producers in securing better market conditions contributing to greater sustainable development in the Asia Pacific region. It provides certification and advisory services and various thematic support through diverse projects and programs.

This unique concept of Fairtrade welfare and social development of the farming families and communities needs more visibility and outreach. Given the need, Fairtrade NAPP is seeking a dynamic individual to work as Communication coordinator under Marketing and communications department. With our diversity of projects and workstreams, the Coordinator thrives on variety and creativity and loves collaborating within and across teams.



## 2. Job Description:

We are seeking a highly motivated and experienced Communication Coordinator to join our team. The position requires a purpose-driven individual with a passion for impact storytelling. The successful candidate will work closely with the Communications Senior Manager to develop communication strategies and manage social media platforms, website content, and other communication channels. The role is responsible for supporting our organization in spreading the word about our Fairtrade commitments, engaging farmers, workers, and producers with meaningful messages and impactful communication, and supporting our campaigns throughout the year.

### Key Responsibilities:

1. Develop and implement a content strategy to promote the mission and work of Fairtrade Network of Asia and Pacific Producers.
2. Create engaging and informative content for articles, blogs, press releases, and social media posts to raise awareness of Fairtrade NAPP and its diverse activities and initiatives conducted across the APAC Region.
3. Manage social media platforms, including creating and scheduling posts, engaging with followers, and monitoring analytics. Propose strategies to increase the reach across all platforms.
4. Maintaining the organization's website, ensuring content is up-to-date and engaging.
5. Monitor news and industry trends related to Fairtrade and sustainable agriculture, and contribute to the organization's thought leadership.
6. Plan and lead Fairtrade NAPP Product and thematic-based campaigns such as International Coffee Day, World Environment Day, World Day against Child Labour, etc.
7. Develop a Quarterly Newsletter to showcase all the activities and progress on the ground on Mail chimp.
8. Create Fairtrade Impact Stories to showcase the benefits generated through Fairtrade activities in the lives of farmers and workers across various thematic such as climate intervention in the APAC region.
9. Assist in developing communication materials, education materials and other digital collaterals.
10. Assist in other Coordination Roles for various Marcomms assignments, Internal and external team coordination for other Comms activities among others.
11. Other supporting roles as deemed necessary.

**Requirements:**

1. A bachelors degree in communication, marketing, journalism, media or any other related field.
2. A minimum of 03 years of experience in content writing, communication or marketing.
3. Strong knowledge of social media and familiarity with social media analytics.
4. Strong interest in social impact/development sector such as climate action, sustainable livelihood among others.
5. Strong communication and interpersonal skills to effectively collaborate with diverse stakeholders and tailor content for different audiences and platforms.
6. Demonstrated ability to work in multicultural settings.
7. Proficiency in Microsoft Office Suite and content management systems.
8. Ability to work independently and collaborate effectively with colleagues.
9. Excellent organizational and time management skills.

**Mandatory Skills:**

Content writing, Social media marketing, Word press, Search Engine Optimization (SEO), excellent proficiency in English (written and verbal), adobe photoshop. Previous work experience in the sustainable sector will be an additional asset.

The initial contract will be for 06 months and based on the performance review the assignment contract will be renewed annually.

**How to apply:**

Interested candidates should submit their CV, cover letter, and writing and work samples to [comms@fairtradenapp.org] by [25<sup>th</sup> July 2024]. Only shortlisted candidates will be contacted for an interview.

Kindly write how you can contribute to the organization and provide two references.

Know more about Fairtrade at:

[www.fairtradenapp.org](http://www.fairtradenapp.org)

[www.fairtrade.net](http://www.fairtrade.net)