



## Home of Fair Trade Enterprises

### Consultancy Offer

### MADE51 Seasonal Project Manager at World Fair Trade Organization

**Reports to:** MADE51 Global Lead at United Nations High Commissioner for Refugees (UNHCR)

**Contract:** Consultancy contract with the possibility of extension upon the project needs

**Location:** Geneva (Switzerland)

**Period:** From 11<sup>st</sup> of November to 31<sup>st</sup> of December 2022

#### Overview

- Provide technical support to strengthen the MADE51's Pathway Process and liaise with colleagues at UNHCR and WFTO to support country and LSE's engagement into the MADE51 Mode
- Progress with potential pop-up opportunities in the United Kingdom
- Support MADE51 pop-ups taking place in different locations

#### 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.

## Context of the position

UNHCR has launched MADE51, a joint collaborative initiative to bring market access to refugee artisans. In the MADE51 model, UNHCR partners with local social enterprises (LSE) in refugee-hosting countries and together with refugee artisans, they develop an export-ready, market-oriented product line. Through engagement with Strategic Partners who provide their expertise in key technical areas, MADE51 provides increased market access and export readiness to the local social enterprises and, in turn, to refugee artisans.

By modernizing traditional skills, building new business skills, partnering with social enterprises, and linking with retail brands and buyers who can source and support the product lines, MADE51 can connect refugee-made artisanal products with international markets where they are in demand.

Under the direct supervision of the Senior Livelihoods Officer on MADE51 and in collaboration with the WFTO and the MADE51, the Consultant will provide support to manage the various seasonal visibility activities and sales events that promote and market MADE51 products to increase the sales of refugee-made products, thereby increasing the income earned by refugees through their craft and enabling MADE51 to bring more benefit to refugees and host community members.

## Main tasks and responsibilities

- 1. Serve as the main coordinator for MADE51 seasonal sales events and opportunities**
  - a. Set expected outcomes in each area
  - b. Set up and manage a spreadsheet to coordinate with the MADE51 team progress needed in each area
  - c. Serve as the main communicator with all stakeholders
  - d. Coordinate the inputs of each team member and stakeholder towards achieving the desired outcome
  - e. Coordinate with suppliers to deliver necessary inputs and materials
  - f. Coordinate delivery of MADE51 stock and inventory management
  - g. Coordinate delivery of communications and storytelling assets
  - h. Coordinate sales mechanism /system
  - i. Keep all stakeholders abreast of MADE51 PR campaign
  - j. Seek ways to share events on social media and within MADE51 and UNHCR networks
  - k. Track progress of sales events and solicit input on all events towards lessons learned
  - l. Compile a short report analysing the sales opportunities and lessons learned
  - m. Be available to support as needed with other activities during the event.
- 2. Progress and manage the following seasonal potential spaces in Geneva:**
  - a. Execute HQ-based pop-up
  - b. MADE51 addition to SEP Jordan space in Geneva Christmas market
  - c. Palais holiday market
  - d. UNHCR Christmas tree
- 3. Progress with potential pop-up opportunities in the United Kingdom:**
  - a. Follow team's progress with Lone Design Club, Faire shop, Ajoko market
- 4. Support MADE51 pop-ups taking place in other locations:**
  - a. Copenhagen pop-up space through UNHCR Copenhagen-based colleagues (communications and display support)
  - b. Hong Kong pop-up through Rice (communications and display support)
  - c. Pop-ups through Local Social Enterprise Partners or UNHCR Country Operations in Nairobi, Beirut, Berlin, and other locations (communications and display support, Holiday Collection delivery)
  - d. Fair shop in Brighton, UK
- 5. Support as needed with inputs for UNIQLO pop-up spaces in the UK and Copenhagen and display concept in other UNIQLO EU stores**

6. **Develop and roll out International Organization/ Strategic Partner promotion and display pieces**
  - a. Develop a pdf and email with ways that IOs can promote MADE51 this holiday season
  - b. Develop the display stand concept and test for feasibility and pricing
  - c. Coordinate based on engagement

### Professional Background and key skills and competencies

- A master's degree (or similar equivalent experience) in Sales Management, Project Management, Logistics or related fields
- Proven experience in project coordination and management
- Proven experience in communicate and concretize the interest of stakeholders (countries, organizations, local social enterprises)
- Excellent written and verbal English and French language skills
- Proven ability to coordinate projects that involve a various stakeholder and across locations
- Proven logistical management skills
- Organized and proactive with the ability to work under pressure, prioritize and work across multiple stakeholder workflows
- Knowledge and experience with Microsoft Suite (Ms. Teams, SharePoint, Office) and other remote communication tools
- A highly motivated, well-organised and hands on person, able to manage her/his own time and work priorities, with excellent oral and written communication skills
- Soft Skills: Interpersonal skills, teamwork, effective communication and results-oriented, hands-on learning attitude, and go-getter.

### Remuneration

The consultancy position is an hourly-based fixed contract of 27 workdays between 11<sup>th</sup> of November and 31<sup>st</sup> of December with the possibility of extension. Remuneration is according to daily fee or rates agreed with the selected candidate.

### Application and Deadline

Those candidates interested in this position should email their cover letter, daily fee or rate, CV in English, to [made51@wfto.com](mailto:made51@wfto.com) by 10<sup>th</sup> November 2022.

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