



Terms of Reference : Media Marketing Consultant

Service Provider for the planning and disseminating of campaigns through various media channels

The World Fair Trade Organization is the global community of Fair Trade Enterprise. Founded in 1989, it has over 400 members across 70 Countries. The membership includes over 330 Fair Trade Enterprises as well as the broader movement of 70 organisations and networks that support them. WFTO has 8 member organisations in South Africa.

At its core, the WFTO is the home of Fair Trade Enterprises, which are mission – led businesses that put people and the planet first. WFTO members contribute to sustainable development by offering fair trading conditions to marginalized producers – especially in the global South. WFTO members represent the whole fair-trading supply chain: from farmers and primary producers to manufacturers, export agencies, import agencies and retailers. WFTO member organizations demonstrate 100% commitment to Fair Trade and comply with the WFTO Fair Trade Standards, (a set of compliance criteria based on the 10 Fair Trade Principles) in their businesses and supply chains.

World Fair Trade Organization Africa & the Middle East (WFTO Africa & ME) is running a project in both Kenya and South Africa under the title: Facilitating investment in sustainable and transformational businesses and lifestyles in Africa. Overall, the project seeks to increase consumer awareness of Fair Trade products and educating the consumers on Fair Trade as a tool for promoting sustainable lifestyles.

Project Background

The project is targeted at Kenya and South Africa, seeking to increase the knowledge of Fair Trade and it contributes to the attainment of sustainable development and poverty reduction (SDG1) in Kenya and South Africa by fostering sustainable consumption and production practices (SGD 12).

The project is targeted at small scale producers and enterprises – farmers, artisans and workers, the majority of the actors being women. Producer organizations, alongside Small and Medium sized Enterprises (SMEs), remain the engines of job creation and of growth in economies in the target countries, many of whom are women and youth.

With slightly less than a decade left to achieve the United Nations Sustainable Development Goals (SDGs) of the 2030 Agenda, it is now more than apparent that one of the key elements for achieving sustainable development is the transition towards sustainable consumption and production (SCP), which is about doing more and better with less. Already, the way society use

and care for natural resources has fundamental impact on the environment, the economy and humanity. Increasing demand for food, water, energy and other resources are resulting into resource depletion, pollution, environmental degradation and exacerbation of climate change. With humans now consuming more resources than ever before, even across Africa, patterns of development across the region and the world over are not sustainable. Evidence shows that sustainable consumption and production is not only essential for improving lives of the region's poor, who depend heavily on natural resources, it can also lead to greater employment opportunity complementing poverty reduction strategies. Supporting the development of fair and responsible businesses and educating the public on ways that consumption and production can be improved is critically important.

It is against this background that the project seeks to foster more sustainable livelihoods and development opportunities for small scale producers and workers in Africa, capitalizing on the emerging local and domestic market in the region. By using Fair Trade as a tool to drive sustainable consumption behavior by business, citizens and public authorities, policies and practices can be changed in favor of fair and sustainable production practices.

Project Objectives:

Objective 1. To educate and engage consumers in Kenya (Nairobi, Machakos) and South Africa (Cape town) on the positive impact of adopting sustainable consumption and lifestyles

Objective 2. To develop and strengthen a coalition of organizations, institutions and partners including private and public agencies that promote sustainable consumption and production in Kenya and South Africa within the framework of Fair Trade

Objective 3. To engage businesses (including major retailers, brands and traders) and producer organizations to produce, purchase and promote more sustainable and fair trade products by adapting to Fair Trade supply chains thereby making sustainable products more accessible to Kenyan and South African consumers

Project target groups

Different specific campaigns will be created and executed to draw the attention and engagement of the following target groups:

1. Fair Trade Producers
2. Young people in institutions of learning (High schools and Universities)
3. Consumers in Kenya and South Africa (LSM 4-6) and (LSM 7-10)
4. Civil Society Organizations, others
5. Fair Trade and other Voluntary Sustainability Standards

Scope of Work

The consultant will be member of the WFTO Africa & ME Media Content Creation for Campaigns team on and off (actively during specific campaigns) for a 22month duration. The consultant will be responsible for supporting the implementation of digital campaign marketing and communications activities and the management of the WFTO social media pages

Specifically, the consultant will be expected to:

- Develop and implement media content that will promote the various project campaigns launch taking into account producer organizations as well as stakeholders involved. This strategy will define, strengthen and promote the campaign's objective on building Fair Trade awareness in Kenya and South Africa.
- Develop relationships with journalists, influencers, and key players in WFTO Africa & ME circles, development circles and the mass media; to raise the campaign's visibility.

Deliverables

- Develop, and once approved, implement digital media strategies to build awareness of WFTO Africa & ME brand and generate interest and support for the various campaigns
- Content Creation. Proactively create editorial content (stories, photos, advocacy images, campaigns, audio, video, infographics, animations etc.) in cooperation with the project team
- Specific planning and implementation given to the following annual campaigns:
 - Fair Trade Day (May)
 - Fair Africa Fortnight and walkathon (September)
- Actively engage with online audiences through social media channels.
- Cater to the various campaign's diverse target groups: civil society organizations, youth champions, Fair Trade producers and consumers, like-minded institutions/associations and journalists/media.
- Consider the effective and targeted distribution of content, and suggest other creative content direction.
- Generate and analyse reports on web traffic and analytics, on campaign engagement and reach.
- Ensure compliance with branding guidelines of WFTO Africa &ME

Requirements

- Planning for talks, appearances and content on other media platforms
- Developing product campaigns (content), incorporating various products from the 22 participating businesses
- Social media post formulation and actual posting – platforms include Instagram, Facebook, Twitter and any other platforms that would be of benefit to the campaign
- Interacting and training Social Media Intern to plan and execute campaign related activities on months when consultant will not actively be doing the content generation and posting
- Promoting members in the 2 countries on social media platforms
- Promoting the project campaigns on social media platforms

Selection Process

The consultant is required to send in their application to info@wfto-africa.org by 8th February 2021

- Proposal including Budget
- Portfolio of previous work samples with traceable links