



INTERNSHIP BUSINESS AND MARKET ANALYST

At Fair Wear Foundation, we know there is a better way to make clothes, a fairer way. We want to see a world where the garment industry supports workers' rights to safe, dignified and properly paid employment. This is why we focus on the most labour-intensive parts of the supply chain to find answers to problems others think are unsolvable. We partner with brands and support workers. We take practical steps and test new solutions to show that it's possible to make clothes in a fairer way. With industry influencers, we push towards a new normal creating change that goes far beyond our reach. Together, we're making fashion fair for everyone.

Fair Wear is an Amsterdam-based, international non-profit organisation. We support our 130+ member brands with practical knowledge and guidance and verify their efforts at their headquarters and in production countries. We have 50+ Amsterdam-based staff of very diverse backgrounds and work with expert teams in eleven production countries.

TEAM AND PROJECT DESCRIPTION

This internship will be within Fair Wear's New Membership Team. This team focuses on attracting new members to Fair Wear. We on-board brands that want to become a member and we actively reach out to other brands through campaigns and participation in events. We focus on brands that are strongly committed to making clothes in a fairer way, but that can also have an industry-wide impact to change the lives of workers and to push the garment sector towards a new normal. We would like to further develop our acquisition strategy by conducting a market research which should lead to a more targeted approach.

Consider your candidacy for this position by reading the project description and outcomes expected for this role. In preparing your CV and cover letter, make certain you are linking your experience and education to the *project specifics and intern profile detailed below*.

PROJECT INFORMATION
<p><i>What research question / project areas will the intern work on?</i></p>
<p>The New Membership team would like the intern to do a market study for Fair Wear Foundation. Part of the analysis would be to study different markets (e.g. outdoor, work wear), market countries in the EU, assess Fair Wear's compatibility and Unique Selling Points in these markets and more specifically, identify brands that we want to approach pro-actively for membership.</p> <p>The study would build and extend upon existing research that gave Fair Wear a better understanding of what type of brands to prioritize. Our next step is to focus on <i>where</i> to find these brand and how to <i>communicate and engage</i> with them. Fair Wear wants to acquire knowledge about what markets to focus on (UK, Germany, Netherlands, Scandinavia or Italy), what the market looks like and what communication works best.</p> <p>To better attract the members that we want, we would like to conduct a market study that focuses on mapping the main markets per country, product group, size and sustainability efforts, with a specific focus on business cases for these brands to join Fair Wear. That should</p>

provide us with more answers on what particular brands we should focus on and how to reach them (already linked to, social media, participation in events, etc.) The research should aid in making better use of our current channels and lead to better communication.

How will this intern's role contribute to research outcomes connected to Fair Wear's strategic goals?

As an organization, we want to impact the industry, realizing we need to influence large brands. Acquiring new members helps us to advance us as an organization and our work. Currently, most of our member are SMEs, while we also want to focus more on large and sustainable brands that can impact the industry. The market study that the intern will conduct will support in achieving our strategic goals.

Are there other projects the intern will work on?

In consultation with the candidate, we can discuss changes to the assignment to meet the requirements of the university or HBO. Furthermore, we are open to explore what other tasks the candidate would like to take on for learning purposes.

POSITION SPECIFICS

- Fair Wear defines an 'intern' as a university student seeking credit to graduate or otherwise fitting the internship into their path to graduation.
- Fair Wear is eligible to work with bachelor's and master's university students at the Dutch education levels of HBO and WO (not MBO).
- In consultation with the intern the working week will be between 24-36 hours per week for a maximum of 6 months.
- The intern will be assigned a mentor that will work closely to ensure project outcomes are met, which will include weekly meetings.
- The nature of this work will be mainly performed independently by the intern but will include (digital) group project-based work.
- The intern will be paid €4,00,- per month on a 36 hour/week basis.
- If travel is essential, travel expenses will be reimbursed by Fair Wear unless they are already covered by a NS student subscription.
- Applicants without the legal working ability to work in the Netherlands or Germany unfortunately cannot be considered at this time.

INTERN PROFILE

- Study in marketing and communication, international business, or similar
- Structured / good project management skills
- Affinity with Fair Wear's work
- Preferably, experience with market research
- Is good in analysing, conceptual thinker, strategic and problem solver
- Fluent in English

New Membership Internship



**If you are interested in this position, send your CV with cover letter to vacancy@fairwear.org
We review candidates on a rolling basis.**

Please visit www.fairwear.org for more information about our organisation. For questions about the position, you may email vacancy@fairwear.org.

Recruitment agencies are asked to refrain from approaching Fair Wear Foundation about this or any other vacancy.