

EXTERNAL RELATIONS AND COMMUNICATIONS INTERNSHIP

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 External Relations and Communications Team (ERC). The team's work focuses on showing the world that there is a better fairer way to make clothes. We strategically promote our approach and share our solutions with all relevant Fair Wear target groups; from consumers to brands and from Instagram influencers to international organisations. We engage and influence key industry stakeholders to push the industry towards a new normal. We educate consumers on the importance and complexity of fair fashion; and we demonstrate the importance and impact of our work through strategic sharing of our research. We build on our reputation and credibility through speaking engagements, media outreach and the development of fruitful partnerships.

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

What research question / project areas will the intern work on?

How can Fair Wear use persuasive storytelling for its different stakeholders?

We want our intern to support ERC in our communication and outreach to our primary stakeholders. The challenge is translating the (often) complex messages of Fair Wear into clear and understandable language.

Based on two campaigns facing the general public, partnership & lobby and advocacy messages, and the implementation of the new member communication strategy, the intern will research and provide learnings and feedback to the team on how we can improve our

messaging to the different stakeholders. And provide recommendations on how we can improve alignment between external relations (ER) and Communications (C).

Identified projects to support:

1) General public campaigns:

- Black Friday campaign
- 16 days of Activism

2) Lobby & Advocacy

- Human rights Due Diligence Legislation (General public, political stakeholders & brands)
- European Textile Strategy (General public, political stakeholders & brands)
- OECD Alignment Assessment (mostly sharing outcomes to brands)

3) Member Communications Strategy

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

The intern's work will contribute to increased visibility/positioning of Fair Wear as well as STITCH, the Strategic Partnership we are a part of for the next five years with multiple international partners as funded by the Dutch Ministry of Foreign Affairs. We want to boost trust in Fair Wear's expertise and innovation in key topic areas. We want to get support in our lobby efforts to influence legislation on NL, German and EU level. Lastly and most importantly, this intern will develop ways to have the workers' voices more in the organisational narrative and other content.

Are there other projects the intern will work on?

- Social media support
- Content creation for website

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.
- Young professionals who are not currently enrolled in school but are making 'first / next steps' in their early career are also eligible to apply for internships.
- 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).
- Internships are typically full-time (36 hours/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 €400,- 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 cannot be considered.

INTERN PROFILE

- Fluent in English
- Hands-on, creative and eager
- Affinity with online media and experience with WordPress, Photoshop, Hootsuite
- Experience with social media platforms such as Instagram, Twitter and Linked In
- Understanding of and affinity with the garment industry
- Affinity with lobby and politics

If you are interested in this position, send your CV with cover letter to vacancy@fairwear.org no later than 17th September. Of the four internship positions currently open at Fair Wear, you may apply for ONE internship so select the project that most closely aligns with your interests / field of study.

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.