

MEMBER COMMUNICATIONS INTERNSHIP

TEAM AND PROJECT DESCRIPTION

This internship will be within Fair Wear’s External Relations & Communications Team (with the Membership Team closely involved).

Fair Wear’s External Relations & Communications Team focuses on showing the world that there is a 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 English CV and one-page cover letter, make certain you are linking your experience and education to the *project specifics and intern profile detailed below*.

PROJECT INFORMATION
<i>What research question / project areas will the intern work on?</i>
<p>Question: How can Fair Wear use persuasive and inspiring storytelling for different stakeholders?</p> <p>We want our intern to support ERC in our communication and outreach to our primary stakeholders. We have +130 member brands. A lot of them have developed ‘Best Practice’ stories over the last years. For the coming period, we will develop a format to capture these best practice stories and translate them into appealing storytelling in different formats, such as videos, graphs, visuals. We also want to create a system where we can continuously share best practices on the Fair Wear website.</p> <p>For this project, an important target group are non-member brands. The second main target group are decision makers in international governments. We aim to develop campaigns where we can use these best practices and reach these target audiences.</p> <p>Specific projects to support:</p> <ol style="list-style-type: none"> 1) General public campaigns: <ul style="list-style-type: none"> - Fashion Revolution Campaign – we want to publish the first Best Practice - Supporting with the roll-out of the communications plan 2) Membership Team & Learning and Assessment (L&A): <ul style="list-style-type: none"> - Supporting the influencing strategy on Human rights Due Diligence Legislation by supporting to develop good stories (General public, political stakeholders & brands) - Mutual inspiration of member brands

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 a maximum 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 cannot be considered at this time.

INTERN PROFILE

- Fluent in English and an inspiring digital storyteller
- In process or recently graduated with a degree in communications, creative writing, or a similarly related study
- Experience with WordPress, Photoshop and Hootsuite
- Experience in the fashion industry: whether working in retail or in academia
- Ability to work independently and collaboratively

If you are interested in this position, send your English CV with one-page cover letter to vacancy@fairwear.org no later than Sunday 27 March 2022 midnight CET. You are welcome to share 1-2 examples of your digital storytelling to compliment your application.

The expected start date of the internship is early to mid April.

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.