



STRATEGIC COMMUNICATIONS OFFICER POSITIONING FAIR WEAR AS A LEADER IN SOCIAL CHANGE FOR AN INDUSTRY WIDE CSR TIPPING POINT BY 2025

At Fair Wear Foundation, we know there's a better way to make clothes. One where the garment industry supports workers' rights to safe, dignified and properly paid employment. We partner with brands and support workers, taking practical steps to show that it's possible to make clothes in a fairer way. With trade unions, governments and other industry influencers, we push towards a new normal to create systemic change that goes far beyond our reach. Together, we're making fashion fair for everyone.

Fair Wear is an international non-profit organisation with around 45 highly diverse staff based in The Netherlands and Germany, as well as expert teams in eleven production countries. For more about our work, see [here](#).

OVERVIEW OF ROLE AND RESPONSIBILITIES

Fair Wear's External Relations and Communications Team works on accelerating the movement toward a world where garment workers can exercise their right to Freedom of Association and have access to safe, dignified and properly paid employment. We strategically promote our approach and share our solutions with all relevant Fair Wear target groups; from our members 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 position Fair Wear as initiator for social change; 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.

The Strategic Communications Officer will play a key role in positioning Fair Wear as leader in social change in the industry. Our mission is ambitious – pushing the industry to a CSR tipping point by 2025. With this ambitious vision and likeminded colleagues, we need to turn all our work into understandable and strategic content. We need to see opportunities and use our partnerships to position Fair Wear within the industry, and among political influencers, as the leader for social change. We want to develop more 'political' or positioning content to ensure these audiences understand who we are and what we stand for.

Besides contributing to the team's overall activities, the Strategic Communications Officer divides their time between the following activities and responsibilities:

CONTENT CREATOR

- Manages Fair Wear's reputation and tone of voice across content and platforms
- Creates well-written content, including long copy (e.g., Fair Wear stories, interviews, statements), and keep up-to-date appealing messaging of Fair Wear in general and of the different focus topics
- Creates talking points on priority topics and countries and keeps them up to date and focused on strategic and positioning content elements
- Aligns messaging and ensures consistency of Fair Wear and its different partnerships

- Ensures Fair Wear staff is incorporating external communications into their everyday work and planning, aligning it with the tone and storytelling style of Fair Wear
- An active communications role in a selection of Project Areas, which are focused on specific themes within Fair Wear
- Builds on a good network of recipients of the messaging

WEBSITE

- Coordinates the news flow on Fair Wear's website with our social media expert
- Overall management and maintenance of the website, including the budget
- Ensures Fair Wear content and webpages are optimised for SEO
- Works with web agency on continually improving website functions and layout

SKILLS AND QUALIFICATIONS

We are looking for someone with the following qualifications and skills:

- At least 3-5 years relevant professional experience
- Bachelor's degree (communication, marketing) or equivalent
- An inquisitive and open mind, but with the ability to formulate clear positions
- Excellent writing skills and ability to turn complex content into readable texts
- Enthusiastic digital native
- Native speaker of English or equivalent, Dutch is a plus
- Strong team player with proven project management skills and the ability to manage challenging tasks independently
- Good decision-making and troubleshooting skills
- Affinity with Fair Wear's vision and mission, preferably an understanding of the garment industry and Fair Wear's audiences
- Eligible to work in the Netherlands (we are unable to support visa applications at this time)

WE OFFER

- A challenging job with a wide variety of responsibilities in an international, dynamic environment
- A one-year contract for 36 hours per week with the intention to extend
- Wage offer depending on experience in Dutch BBRA: scale 10 (€ 2.811,89 - € 4.519,59 gross based upon a 36-hour working week)
- A hybrid work setting with an office at the World Fashion Centre in Amsterdam

If you are interested, send your English application of a CV and a one-page cover letter to vacancy@fairwear.org no later than Sunday 5 June midnight.

Visit our website for more about us at www.fairwear.org. For more information about this application process in general, you can contact us at vacancy@fairwear.org. For questions on this position specifically, contact Femke Blickman (blickman@fairwear.org).