

## **FREELANCE CONTENT CREATOR**

Fair Wear drives systemic change in the garment and footwear sector by creating practical, scalable solutions to advance human rights.

We unite diverse supply chain stakeholders to set a higher standard for responsible business. By collaborating with brands, retailers, suppliers, workers, and their representatives, we co-develop and test frameworks, guidance, and tools to improve working conditions through impactful human rights due diligence implementation.

Together, we push for an equitable world of work.

### **OVERVIEW OF ROLE**

We're on the lookout for a creative, strategic, and socially conscious content creator to help us grow our Instagram presence. Your mission is to raise awareness, share our impact, and build a community around our work supporting brands on their Human Rights Due Diligence (HRDD) journey. From telling our story in bold visuals and videos to crafting posts that connect and inspire, you'll help bring our new Instagram page to life. This is a freelance position starting with an initial content creation and strategy sprint (approx. 4–6 weeks), with the possibility for ongoing collaboration.

#### **What you'll do:**

- Creation of static and video content
  - This includes creating approx. 15-20 posts to launch our new page, communicating Fair Wear's mission, information about what we do, how we work with brands and why we have a new Instagram page
- Content amplification
  - This includes any in-app editing, posting, writing captions, creating stories and using hashtags if needed
- Community Engagement:
  - Thinking of and implementing creative ways of growing the new page quickly
  - This includes successfully sharing the message to the Fair Wear community that we have a new page via DMs and comments
- Supporting the team in developing the longer-term Instagram social strategy – this includes creating a new 'look & feel' of the page, using the Fair Wear branding to develop 8-10 content categories with templates that can be edited internally by the Fair Wear team

### **EXPERIENCE & SKILLS**

- Static design and video editing experience for social content
- Experience in managing B2B Instagram pages, includes co-developing the social strategy, writing captions, posting stories and grid posts, community management
- You can meet tight deadlines and work independently. This includes the ability and flexibility to deal with ad-hoc tasks reprioritisation

- Excellent written and spoken English skills
- Understanding of the sector through working with garment and footwear brands and related organisations is a bonus

## **WE OFFER**

- A monthly expert fee based upon experience.
- The opportunity to work in an Amsterdam based of office with a diverse organisation, culture and teams that take the time to celebrate, reflect and champion each other's work.

## **HOW TO APPLY**

Please send the following to [vacancy@fairwear.org](mailto:vacancy@fairwear.org) no later than 6<sup>th</sup> May:

- CV (in English)
- Portfolio with:
  - Examples of Instagram content you've created (grid posts, stories or videos)
  - Optional: Links to any active B2B Instagram pages you've worked on
- A short paragraph (150–200 words) describing how you would approach launching our Instagram page and engaging our community

For questions about this role, contact Imogen Henry at [henry@fairwear.org](mailto:henry@fairwear.org). To learn more about Fair Wear, you can visit our [website](#) and for more information about this application process in general, you can email [vacancy@fairwear.org](mailto:vacancy@fairwear.org).

Recruitment agencies are asked not to approach Fair Wear regarding this vacancy.