

SOURCE Editorial Work Experience

About the experience

Up to three SOURCE editorial experience positions are available, with a choice of focus on business, market and sales, or sourcing and supply sections of the SOURCE. Candidates benefit from first hand experience as part of the editorial team for the ground breaking online SOURCE Intelligence magazine.

<http://source.ethicalfashionforum.com/>

SOURCE Intelligence is the world's leading source of sustainable fashion business intelligence, from inside information on brand leaders, to pioneering suppliers, market and sales reports and supply chain innovation. It is a part of EFF's SOURCE platform launched in 2011, in collaboration with partners including the Fair Trade Foundation, World Fair Trade Organisation, Textiles Exchange, and others. It is a social enterprise. Further details below.

The opportunity to assist the editorial team is an exciting one, offering the chance to have a meaningful impact on the development of the magazine. The role also provides broad experience in online journalism and the ethical fashion sector.

This is an unpaid work experience position, based at the EFF's head offices in London's most vibrant fashion district near Brick Lane. Lunch and travel expenses within London can be covered to a maximum of £100 per month.

The Ethical Fashion Forum, a not-for-profit organisation, runs a rolling experience and training programme and aims to maximise the value of this for participants, providing hands-on training and experience in the sustainable and ethical fashion arena.

About the Ethical Fashion Forum

The ETHICAL FASHION FORUM (EFF) is the industry body dedicated to a sustainable future for fashion. The EFF works with the industry and consumers to reduce poverty, create sustainable livelihoods for garment workers and reduce the impact of the industry on the environment.

The EFF supports members through the SOURCE. SOURCE is a ground breaking platform of tools and services for the fashion and textiles industries, including SOURCE Intelligence, Database, and Network. Full details are available online:

<http://www.ethicalfashionforum.com/source>
<http://www.ethicalfashionforum.com/become-a-member>

In 2011, the EFF launched a Fellowship scheme, FELLOWSHIP 500,
www.ethicalfashionforum.com/become-a-member/fellowship-500

The Ethical Fashion Fellowship will unite 500 pioneering innovators in fashion and sustainability to take the movement to the next level. Fellows get subsidized access to the SOURCE and all other members benefits.

Learning opportunities

The experience involves working alongside the SOURCE Intelligence editorial team and can include:

- Contributing ideas for articles for the SOURCE through editorial meetings, and helping to coordinate the monthly article planner
- Liaising with correspondents and contributors all over the world in relation to articles commissioned in your focus area (Business, Market, or Supply)
- Researching and writing articles and content, which could include surveys, interviews and a monthly press round-up, to be featured in the SOURCE Intelligence Magazine
- Liaising with entrepreneurs and business leaders, experts, buyers, press and other industry figures
- Attending relevant fashion events including London Fashion Week (if taking place during the experience period)
- Uploading of articles on the magazine's content management system (CMS), formatting and layout, hyperlinking and keywords, uploading and resizing of images, ensuring that SOURCE Intelligence maintains the highest standards of presentation
- Sourcing images through fashion company PR departments and agencies, developing contacts, taking photographs of collections/events where required
- Helping to compile and issue monthly SOURCE Bulletins, and archive them once issued
- Attending weekly editorial and team meetings, contributing to ideas and strategy, and taking meeting minutes
- Maintaining the SOURCE Intelligence Magazine archive of current and past content
- Administrative tasks and general editorial support

Outputs

1. Experience:

First hand experience of:

Working as part of a creative team on a leading online business intelligence site

Working with correspondents, playing an editorial role for a range of inspirational articles and interviews

Researching and developing content, through interview or survey

How an online magazine is managed, editorial schedules, planning, monthly themes and strategy

Writing concise and punchy summaries for bulletins and online features

Website content management

Email campaign management systems (for SOURCE Bulletins)

2. Knowledge, Skills and personal qualities:

This role will involve you with the latest and foremost business intelligence and developments in relation to fashion and sustainability, and offers a good grounding for anyone interested in developing expertise in this area.

Skills in researching, interviewing for, developing, writing and editing articles and site content to a professional standard

Skills in understanding the needs and interests of a specific target group- in this instance fashion professionals, and writing and editing content to meet these needs in tone, style and content

Technical skills in relation to website content management and email campaign systems

People and communication skills: Confidence and communication skills encompassing written and face to face delivery

Creative and strategic thinking

Team working skills

Practical Information

Working hours:

The standard working hours at EFF are 9.30am to 6pm, however working hours are flexible for work experience roles.

Time period and days per week:

We find that participants can benefit most from the experience if they contribute at least 16 hours per week, for 6-8 weeks. Longer placements are possible and can provide a more varied and in depth experience.

Payment and expenses:

Work experience roles at EFF are unpaid, however travel (within London) and lunch costs can be covered, to a maximum of £100 per month.