

Marketing Work Experience

About the experience

The Marketing work experience will offer you first hand experience of a broad range of marketing techniques and tools within an exciting organization at the forefront of the Ethical Fashion Movement. The experience includes promoting the work of the Ethical Fashion Forum through newsletter, social media, website, press releases, and events, as part of a creative team. The participant works closely with the network experience candidate who helps to co-ordinate the SOURCE online network.

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 Ethical Fashion Forum brings together more than 6000 members in more than 100 countries, including leading designers, pioneering fashion businesses, and exemplary suppliers.

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 includes:

1. Newsletters and mail outs

A range of newsletters are issued by the EFF to different target audiences. The participant will help to put together and issue newsletters as well as helping to grow the mailing list.

In particular the participant will help to put together EFF core newsletters featuring key events, breaking news, funding, awards and competitions, job opportunities and inspirational developments in the ethical fashion sector.

2. Website

The front page of the EFF website receives up to 50,000 unique visitors every month and is a key marketing tool for our work. The participant will contribute to promotions on the front page as well as the front page news feed, with weekly news items drawing from SOURCE Intelligence, SOURCE Database, and the SOURCE Network blog.

The participant also helps to coordinate EFF's events page and the Global Ethical Fashion Calendar on SOURCE Intelligence, compiling ethical fashion events and dates from all over the world.

The participant may be asked to help out updating other parts of the website, for example promoting projects and events.

The following links offer an insight into the EFF's online platforms for sustainable fashion:

www.ethicalfashionforum.com

www.ethicalfashionforum.com/source

<http://source.ethicalfashionforum.com/article/ethical-fashion-calendar-2011>

3. Press releases

The participant will contribute to preparing and issuing press releases to EFF's press database and partners, and liaise with press and media experts on the EFF board for guidance on press releases and press liaison.

4. Social media: Twitter, Face book

The EFF has Twitter and Face book accounts- the participant will play a role in updating both. We aim to twitter several times per day. Updates should draw from events, content on SOURCE Intelligence, and new members on SOURCE Database, and include links to encourage visits to the EFF's SOURCE web platform.

The Facebook account includes a Group and a Fan Page which need to be kept updated.

The participant will also make use of other social media and listings sites such as digg, reddit, and Stumbleupon

5. Contacts

The EFF has a comprehensive and growing database of contacts across the fashion sector from the biggest names in fashion to buyers, press and suppliers across the globe.

The marketing experience role includes co-ordinating the contacts database and making sure we have all key contacts in the right places.

6. Events

The Ethical Fashion Forum holds regular events of various types from round tables, to seminars, masterclasses, parties and exhibitions at fashion weeks and other trade events.

The marketing experience role includes supporting the team on these events as well as promoting them through our marketing channels including newsletter, network, partners, press and website.

This may involve a wide range of tasks from helping to set up the venue to organising an aspect of the event.

Outputs

1. Experience:

First hand experience of:

Designing and developing newsletter content

Writing press releases / developing promotional information

Blogging in a professional capacity

Using social media as a promotional tool

Engaging with partners to promote Ethical Fashion

Helping to coordinate and publicise events and projects

Website content management

Creative marketing

2. Knowledge, Skills and personal qualities:

A good level of knowledge and understanding about Ethical Fashion and associated issues

An understanding of the market for ethical fashion and the Ethical Fashion Community- who makes it up, why they do it, what they are interested in and what they are doing

A good understanding of the range of social media available and how to use them for promotional purposes

The ability to liaise with partners and develop partner relationships to mutual benefit towards common goals

Skills in writing for newsletter, web or other promotional media, getting points across in a way that appeals to specific target audiences

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

Event coordination 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.