

Network Work Experience

About the experience

The Network work experience with the Ethical Fashion Forum will offer you experience at the very forefront of the growing Ethical Fashion movement.

The role involves helping to co-ordinate the Ethical Fashion SOURCE network, which is the world's largest online community of fashion professionals dedicated to sustainability, bringing together over 6000 members in more than 100 countries. The network has up to 100 new members joining every week; many are inspirational; from pioneering entrepreneurs to fair trade producer groups, leading international experts, and representatives from the largest corporate retailers. There are over 100 dynamic network groups, with some of the largest communities being based in India, East Africa, and Brazil, as well as Europe, the US and Canada.

www.ethicalfashionforum.com/network

The network experience participant works closely with the marketing candidate who contributes to EFF newsletters and events pages, social media and press releases.

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 Network experience includes:

Becoming familiar with the Network and its users, including:

- Helping to approve and welcome new network members, and introducing them to SOURCE Intelligence and Database
- Passing on details of new network members relevant to Fellowship to the membership team: www.ethicalfashionforum.com/become-a-member/fellowship-500
- Approving new network blogs, photographs, videos and groups
- Analysing network data- who is currently using the network and what their needs and interests are. Why have they joined the network? Assessing which groups are well represented, and which are underrepresented.

Managing the Network blog

Regularly contributing items to the Network blog, including weekly items on SOURCE Intelligence articles, SOURCE Database members, linking to the database, and Network members/ network groups.

Managing Network PLUS

The Network PLUS group is designed to offer network members a “taster” of content on SOURCE Intelligence, and facilitate promotion of SOURCE Intelligence to the network. Network members need to pay a small fee to join the Network PLUS group.

The network intern helps to coordinate this group, uploading new content to it and promoting it each month.

Network broadcasts

Helping to issue broadcasts on SOURCE Intelligence articles, SOURCE Database members, Tips and advice, and EFF promotions.

The EFF offers a service to network members allowing them to pay to send broadcasts to the network (if relevant to the goals of the network). The network intern helps to co-ordinate this.

Promoting and growing the Network and its members, including:

- Inviting new members to join the network through the invite facility

- Attending events and encouraging participants to join the network
- Developing partnerships with other organisations to create country or subject specific groups- encouraging them to promote the SOURCE Network to their networks, and supporting them in their work
- Issuing network updates and press releases through EFF marketing channels – encouraging others to join the network- for example network statistics (eg buyers, brands, suppliers, press)
- Promoting inspiring network members

Team meetings

Feeding back information from the network and discussions into EFF team meetings, and using network forums to collect data when needed.

New ideas and a creative approach to managing the Network: The EFF team is always open to new ways to reach its audience and achieve its social goals.

Outputs

1. Experience:

First hand experience of:

Managing every aspect of a dynamic social network

Connecting and liaising with pioneering individuals leading the ethical fashion movement

Managing paid services to network members

Blogging on a professional site

Using social media as a promotional tool

Social network data analysis

Engaging with partners to promote and grow the ethical fashion movement

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 thorough grounding in the management of a complex social network, including income generation opportunities through that network

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

An understanding of how to liaise with partners and develop partner relationships to mutual benefit towards common goals

Skills in writing for broadcasts, 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

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.