

Network Internship

Role and Responsibilities

The Network Internship with the Ethical Fashion Forum (EFF) is one of the key roles with the organisation. This three month placement offers first hand experience at the heart of the ethical fashion sector, and is based in the EFF offices, in London's vibrant fashion district near Brick Lane. The role supports the work of the Ethical Fashion Forum by managing the Ethical Fashion Network and social media, plus administration of the EFF website, working alongside a highly creative marketing team.

1. Ethical Fashion Network

- The Ethical Fashion Network (EFN) is the most important marketing tool of the Ethical Fashion Forum, and forms the core work of the Network Internship.
- The EFN is an inspirational online community, made up of buyers, designers, suppliers, fair trade groups, press, students, entrepreneurs and pioneers in almost 100 countries worldwide.
- EFF's goal is to increase EFN members to 10,000 during 2010.
- The Network Intern role includes (alongside the marketing intern):

Becoming familiar with the Network and its users, including:

- Approving and welcoming new network members, and helping to connect them with other relevant network members
- 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.

Promoting and managing network services

- The EFF currently runs two paid services for network members including "Broadcast my message" (members can send a message to all network members) and "Link me up" (members are personally introduced to 5 most relevant other network members)

- The network intern is responsible for promoting and delivering these services, alongside the marketing intern

Promoting and growing the Network and its members, including:

- 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 EFN 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
- Promoting growth from unrepresented groups

Improving the effectiveness of the network for members, including:

- Network surveys assessing what works and what could be improved
- Ensuring that blog content is useful and interesting
- Assessing how features of the network could be improved, and considering new features to add

Using the network to promote and support EFF projects, events and services

- Ensuring that upcoming events, projects and services are promoted to network members through blog and network forecasts
- Feeding back information from the network and discussions into EFF team meetings, and using the 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.

2. Social media: Twitter, Facebook

EFF has Twitter and Facebook accounts - the Network Intern is responsible for regularly updating both. We aim to 'tweet' at least five times per day.

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

3. Website administration and updates

The Network Intern is responsible for keeping the EFF website updated, alongside the Marketing Intern and Project Managers. This may include research and consolidating information for the various parts of the site.

KEY OUTPUTS

The Network Intern will gain first hand experience of:

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
- Social network data analysis
- Managing paid services to network members
- Blogging in a professional capacity
- Using social media as a promotional tool
- 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

A good 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

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

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

PERSON SPECIFICATION

- **A good level of knowledge, or demonstrable interest** in ethical fashion and the issues that surround it
- **A good understanding and enjoyment of social media including networks, blogs and twitter**, and how to use them for promotional purposes
- **Writing skills:** getting points across in a manner that appeals to specific target audiences
- **Interpersonal skills:** Confidence and communication skills encompassing written and face to face delivery. The network intern needs to be a people – person- enjoying interaction with others.

PRACTICAL INFORMATION

Working hours

The standard working hours at EFF are 9.30am to 6pm.

The EFF team is able to work on a flexible basis regarding office hours, and with occasional working from home if this is more productive. This can be discussed with the supervisor.

Placement period and days per week

EFF requires a commitment of a minimum of 3 days per week from interns, for a minimum of 3 months.

This is to ensure that the placement is useful for both parties.

A full time internship is the most productive, however we understand that interns may need to do paid work elsewhere for up to 2 days per week to support themselves.

Payment and expenses

Internships at EFF are unpaid, however travel and lunch costs can be covered. Interns agree to an expenses plan in their first week to ensure that needs are met.

