



### ***Vacancy in FWF's External Relations & Communication Team***

Fair Wear Foundation (FWF) is an Amsterdam-based, international non-profit organisation working to improve labour conditions in garment factories worldwide. We support our 130 member brands with practical knowledge and guidance, and verify their efforts at their headquarters as well as in production countries. And we promote a 'new normal' for the global garment industry by targeting a wide range of relevant audiences. We have 45+ Amsterdam-based staff of very diverse backgrounds and work with expert teams in eleven production countries.

FWF is looking for a:

#### ***Digital Communications Expert (32 hrs)***

FWF's External Relations & Communication Team focuses on liaising with FWF's international stakeholders. The team is responsible for FWF's external communication as well as its lobby & advocacy efforts.

The Digital Communications Expert plays a significant role in the team, supporting the communication of FWF's key messages through its external website and social media channels.

In addition to contributing to the team's overall strategy, the Digital Communications Expert would divide his or her time between the following activities:

#### **Website:**

- Coordinating the development of FWF's website in collaboration with FWF's external web developers, focusing on design, usability, and look and feel
- Website maintenance: uploading documents, making changes to the website
- Website content: editing items that are published on the website and writing short (standard) items
- Fixing broken links/images and troubleshooting other technical problems
- Managing the website budget
- Ensuring FWF content and webpages are optimised for SEO and tracking their performance
- Working with the website developer to analyse the monthly statistics reports in order to optimise website interaction

#### **Social media:**

- Designing and implementing a global social media strategy aligned with FWF's positioning



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- Generating, editing, scheduling, publishing and sharing engaging content daily
- Daily monitoring of social media channels and web
- Planning and implementing targeted marketing campaigns through digital channels
- Communicating with users, increasing engagement
- Managing company's online reputation

### ***Skills and qualifications:***

We are looking for someone with the following qualifications and skills:

- At least 3-5 years' relevant professional experience
- Bachelor's degree (communication, marketing) or equivalent
- Comfortable working in a self-steering work environment
- Enthusiastic digital native and social media talent
- Native speaker of English or equivalent with excellent writing skills
- Proven project management skills with an ability to prioritise a wide range of requests
- Good working knowledge of Google Analytics, WordPress/Laravel or similar CMS and MailChimp or similar e-mail campaigning programmes
- Experience and comfort working with project management software (e.g. Salesforce, Mondays, Trello)
- Ability to work with scrum project management
- Strong team player with the ability to manage challenging tasks independently
- Strong multi-tasking/time management skills and attention to detail
- A high level of professionalism and flexibility under pressure
- Good decision-making, problem-solving and troubleshooting skills
- Comprehensive knowledge of Microsoft Office Suite
- Affinity with FWF's vision and mission

**Please visit [www.fairwear.org](http://www.fairwear.org) for more information about our organisation. For more information about the position, you can call Lotte Schuurman/Ellen Keith (+31 20-4084255).**

**We offer a salary in accordance with the Dutch government remuneration system (BBRA) scale 10, depending on relevant experience. If you are interested, please send your CV with cover letter to [vacancy@fairwear.org](mailto:vacancy@fairwear.org) no later than Monday 25 February. We will interview candidates in March. Recruitment agencies are**



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**asked to refrain from approaching Fair Wear Foundation about this or any other vacancy.**