



## **Are you concerned about poor working conditions in global supply chains?**

### **PUBLICATIONS MANAGER**

– (Full-time or part-time post, £38,084 pro rata plus benefits) –

The Ethical Trading Initiative (ETI) is a unique alliance of companies, trade unions and non-governmental organisations set up to improve the lives of workers and their families in global supply chains. We are seeking to recruit an exceptional candidate to copy edit and manage the production of key ETI publications, and so help ensure that our growing ethical trade know-how is communicated as effectively as possible to companies and others who can make a difference to workers' lives.

The successful candidate will have excellent copy-editing skills, strong experience of managing the publication process from concept to marketing/promotion, and some broader communications experience beyond publishing (eg, events organisation, web management). He/she will be highly organised and able to develop and manage their own work programme, while at the same time being a strong team player with good interpersonal skills. He/she will have experience of working in the not-for-profit sector and have an interest in ethical trade/labour rights.

This post is offered on either a full-time or part-time basis (minimum 2.5 days per week) subject to mutual agreement between ETI and the candidate.

**Closing date for applications: 9am, Monday 1<sup>st</sup> October 2007.**

Application forms and a full recruitment information pack are available from [www.ethicaltrade.org](http://www.ethicaltrade.org) or from Kaiesha Gibson, ETI, 2<sup>nd</sup> Floor, Cromwell House, 14 Fulwood Place, London WC1V 6HZ  
email: [kaiesha@eti.org.uk](mailto:kaiesha@eti.org.uk); tel. (020) 7404 1463



# Application for employment

In confidence

Please read the job description, person specification and supplementary information carefully before completing this form. Shortlisting will be carried out solely on the basis of the information provided on the application form. CVs will not be considered.

This form will be photocopied. Please type or write clearly in black ink.

## Personal details

|  |   |
|--|---|
| Post applied for:<br><b>PUBLICATIONS MANAGER (Permanent)</b> | How did you learn about this vacancy? (If appropriate please give the name of the publication/website)  |
| Family name:<br><br>Forename(s):<br><br>Preferred title:     |   |
| Contact address:   |   |
| Email:<br>Tel no home<br>Tel no work                         | Do you need a work permit to take up employment in the UK?<br><br><p style="text-align: center;">Yes/No</p> If 'Yes', have you got / applied for a permit?<br><br><p style="text-align: center;">Yes/No</p> |

## Health

Please state the number of days you have been absent from work owing to illness during the last two years and give the reasons for any absence.

Have you had a serious illness or surgery? If so, please give details.

Do you consider yourself to have a disability, which would alter the way in which you would carry out the duties outlined in the job description? Yes/No

If yes, please give details and indicate whether you would need any help/special equipment to enable you to carry out the duties outlined in the job description.

**Education (secondary / higher)**

| School/college/university attended | Subject(s) studied and grades attained at GCSE, A Level and above | Dates (from - to) |
|------------------------------------|---|-------------------|
|                                    |   |                   |

**Professional or vocational training**

| Where attended | Dates | Course(s) attended/qualification(s) obtained |
|----------------|-------|--|
|                |       |  |

**Other skills**

**Languages:** What languages other than English do you speak and/or write? Please indicate level of competence.

**Computing:** Please give an indication of your level of proficiency in word processing and/or other computing applications (please specify any packages used regularly).

**Employment history**

Please give details of your work experience (including voluntary work where this has been your main activity) starting with your present or most recent employer. If necessary, continue on a separate sheet.

Name and address of employer

Position held

Salary on leaving

Date of employment (MM / YY) from

to

Duties and responsibilities:

Reason for leaving / wishing to leave:

**Employment History** (continued) Please indicate final salary and reason for leaving

| Dates<br>MM / YY to MM / YY | Employer's name and<br>address | Position held and key responsibilities |
|-----------------------------|--------------------------------|--|
|                             |                                |  |

Please give your reasons for wanting to join ETI and why you are applying for this post. Give any other relevant information (e.g. specialist knowledge, experience and personal qualities) in support of your application, bearing in mind the job description and person specification for the post. (Please continue on a separate sheet of paper if necessary **but restrict to two pages max**).

If offered this appointment how soon after the interview date would you be free to start?

## References

Please give the names and addresses of two people whom ETI may approach for a reference. They should have known you in a professional capacity, as an employee or a student: one should be from your present or most recent employer.

ETI will seek your permission before contacting referees.

Name:

Address (including email):

Daytime telephone number:

Occupation:

In what capacity do you know him/her?

For how long have you known him/her?

Name:

Address (including email):

Daytime telephone number:

Occupation:

In what capacity do you know him/her?

For how long have you known him/her?

## Declaration

I declare that to the best of my knowledge the information I have given is correct.

Signed .....

Date.....

This form should be returned to Kaiesha Gibson, Ethical Trading Initiative, 2<sup>nd</sup> Floor, Cromwell House, 14 Fulwood Place, London WC1V 6HZ. Email: [kaiesha@eti.org.uk](mailto:kaiesha@eti.org.uk). Closing Date for Applications: Mon 1<sup>st</sup> Oct 2007 – 9 am



ethical  
trading  
initiative

## **Information pack For the post of Publications Manager (Permanent)**

**Sept 2007**

**Ethical Trading Initiative**  
Cromwell House  
14 Fulwood Place  
London WC1V 6HZ  
United Kingdom

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eti@eti.org.uk  
www.ethicaltrade.org

## What Is The Ethical Trading Initiative?

The ETI was formed in 1997/8 and is funded by membership fees paid by its members and by a grant from the Department for International Development. ETI is an alliance of business, trade union and development organisations committed to working together to improve the lives of workers and their families that produce goods for the UK market. ETI's specific purpose is to identify and promote good practice in the implementation of corporate codes of conduct, including the monitoring and independent verification of such codes.

ETI's members want to ensure that the working conditions of employees in the companies that supply goods to consumers in the UK meet or exceed international labour standards. The special characteristics of ETI, and the reason it is well known internationally, are its tripartite structure and its focus on learning rather than certification of auditors or labelling of products or companies. This gives legitimacy to the lessons learned about the implementation and inspection of corporate codes of labour practice.

ETI is NOT an accreditation agency nor does it perform external audits. It exists in order to share experience and promote learning about implementing international labour standards in global supply chains.

## The Ethical Trading Initiative Base Code

ETI member companies commit to adopting the standards that are contained in the ETI Base Code. The ETI Base Code contains international standards derived from the relevant conventions and recommendations of the International Labour Organisation. The ILO is part of the UN family and has member governments, employer and trade union organisations from 175 countries of the world. The ILO's conventions are legally binding on states that ratify them and its recommendations are intended to act as guidelines for employment practice. Where there is a difference between the law and the Base Code, companies are expected to apply that provision which affords workers the greatest protection.

The nine provisions of the ETI Base Code are:

- Employment is freely chosen;
- Freedom of association and the right to collective bargaining;
- Working conditions are safe and hygienic;
- Child Labour shall not be used;
- Living Wages are paid;
- Working Hours are not excessive;
- No discrimination is practised;
- Regular employment is provided;
- No harsh or inhumane treatment is allowed;

## JOB DESCRIPTION

|                         |  |
|-------------------------|--|
| <b>Job Title:</b>       | <b>Publications Manager</b>  |
| <b>Responsible to:</b>  | Head of Communications and Research  |
| <b>Responsible for:</b> | Hiring and managing external contractors (including, e.g., designers, printers, proofreaders, illustrators).   |
| <b>Purpose of job:</b>  | To copy edit and manage the production of ETI publications so that ETI's knowledge and good practice are communicated as effectively as possible to companies and other key audiences.<br><b>To contribute to other aspects of the ETI Communications Team work programme as required.</b> |

### OVERVIEW OF THE JOB

The new Publications Manager will be a member of the **ETI Communications Team**, with a special focus on providing publications management and copy editing support to the **ETI Projects Team** (see the section on Job Context, below, for a description of the work of these two teams). The post holder will have excellent copy editing skills with experience of managing the publication process from concept to marketing/promotion. They will be highly organised and able to develop and manage their own work programme, with an interest in ethical trade and experience of working in the not-for-profit sector.

### JOB CONTEXT

#### About the ETI Communications Team

The ETI Communications Team currently consists of three full-time staff (expanding to four with the recruitment of this new post), and fulfils the following pivotal roles within the ETI Secretariat:

- General promotion of ETI and our publications, resources and services, including production/management of general publicity materials such as the ETI website, ETI annual reports and the ETI Update (a quarterly newsletter for ETI members);
- Managing ETI's media relations, including both proactive and reactive media activities;
- Developing and producing generic ethical trade awareness-raising tools (eg, posters, videos, fact sheets, presentation slides) and guidance documents (eg, the ETI Workbook – an ethical trade manual for retailers, and issue-specific briefing papers);
- Organising ethical trade events (eg, international conferences, seminars);
- Ensuring that all ETI communications meet our high quality standards;
- Managing the production of publications generated by other parts of the Secretariat, including in particular the ETI Projects Team.

The Publications Manager will have sole responsibility for the last of these roles (managing production of publications generated by other parts of the Secretariat) and this is envisaged to account for the majority of the postholder's time. However,

depending on time/capacity available, the post holder will also be asked to contribute to other aspects of the ETI Communications Team's work.

### **About the ETI Projects Team**

The Publications Manager will be expected to work closely with the ETI Projects Team. The Projects Team currently consists of one part-time and three full time project managers, who together manage approximately seven projects covering a wide and exciting range of ethical trade issues and geographic locations, from a child labour project in China, to the development of labour rights training for farm supervisors in South Africa.

### **Projects Team publications 2007/8 – indicative list**

To provide an indication of the type of publications the post holder will be managing, a list of Projects Team publications planned for 2007/8 is provided below. It should however be noted that the mix of projects will evolve over time, which in turn will affect the type of publications that the Publications Manager will be working on in the future.

- **Supervisor training manuals** – a set of three manuals designed to train supervisors on South African farms about workers' rights, comprising: (a) a manual for trainers, (b) a manual for supervisors, and (c) a post-training resource pack for trainees. The Publications Manager would be responsible for managing the full publication process, including copy-editing text and working closely with the Project Manager throughout the project to ensure that the final manuals will be effective communication tools, ie, fit-for-purpose.
- **ETI Training Programme materials** – the ETI Training Programme includes four standard courses and tailored in-house training on ethical trade, targeted at companies and other stakeholders in the UK. The Publications Manager would be responsible for writing and producing promotional/marketing materials, eg, flyers, direct mailings, posters and print adverts, and possibly copy-editing and proofreading the actual training materials (course handbooks for trainers and participants), which will be reviewed and updated on an annual basis.
- **Sri Lanka project report** – end-of-project report from the ETI Sri Lanka project, a multi-year project that has been developing and testing ethical trade audit methodologies for the garment industry in Sri Lanka. The Publications Manager would be responsible for advising the Project Manager on report structure/editorial style, and possibly copy editing report text.

## KEY RESPONSIBILITIES

### 1. Communication and Information

- **Manage the production of all Projects Team publications, and copy edit text where required**

For each publication, this will involve:

- At concept stage, providing editorial, design and production advice to the relevant Project Manager, and to the Project Group where appropriate
- Developing an appropriate production process and detailed schedule, and ensure adherence to this schedule
- Developing and obtaining agreement for a budget, and ensuring adherence to this budget
- Identifying external specialist input required – eg, design, illustration, proofreading, printing
- Signing up and managing external contractors (eg, designers) – including identifying suitable candidates, obtaining quotes, and negotiating and arranging contracts
- Copy-editing text where required
- Throughout the publication process, liaising closely with the relevant Project Manager, external contractors and, if relevant, other ETI staff, in order to ensure completion of the publication to a high standard and in line with ETI publication and communication guidelines.
- 

- **Provide other communications support and advice to the ETI Projects Team**

This is likely to include:

- Writing occasional articles/contributions on project-specific issues, lessons or activities for external and internal publications/information resources (including, eg, for the ETI Annual Report and ETI website)
- Helping identify and frame key project messages for important presentations/events
- Capacity permitting, providing general communications advice to local initiatives supported by the ETI Projects Team, e.g., for the ETI-supported National Homeworkers Group in India.

- **Contribute to other aspects of the ETI Communications Team work programme**

The first priority for the post holder will be to provide communication support the ETI Projects Team. However, if and when there is spare capacity, the post holder will be expected to contribute to other aspects of the ETI Communications Team work programme, depending on skills and interests of the post holder. This may include one or more of the following:

- Writing/editing the ETI Update, a quarterly newsletter for ETI members
- Writing, copy editing and/or managing the production of other (ie, non-Projects Team) ETI publications
- Contributing to writing or editing content for the ETI website.

## **2. Problem Solving and Decision Making**

The post holder will be responsible for:

- Deciding on budget, design, editorial content, printing/production options and use of external contractors for all ETI Projects Team publications
- Trouble-shooting as necessary to ensure agreed production schedules are adhered to
- Decision-making and problem-solving as required for other communications activities they will undertake.

## **3. Resource Management**

The post holder will be responsible for:

- Defining and managing budgets for all ETI Project publications
- Signing up and managing external contractors as appropriate, eg, designers, illustrators, proof-readers and printers.
- Managing budgets and/or external contractors as required for other communications activities they will undertake.

## PERSON SPECIFICATION

|                                | <b>ESSENTIAL</b>  | <b>DESIRABLE</b>  |  |
|--------------------------------|---|---|--|
| <b>SKILLS &amp; EXPERIENCE</b> | Exceptional copy editing skills and experience, including experience of copy-editing materials for corporate managers and for audiences in developing countries | Strong copy writing skills and experience, including experience of writing for a wide range of audiences including corporate managers |  |
|                                | Proven ability to manage all stages of the publishing process, from initial concept stage through to promotion and distribution of the publication              | Proofreading skills   |  |
|                                | Some broader communications experience beyond publishing, eg, organising events, website management   | Marketing experience, including experience of writing/producing marketing materials.  |  |
|                                | Experience of and ability to prioritise and organise own work   |   |  |
|                                | Proven ability to set realistic work programmes and timetables, meet agreed deadlines, and ensure others adhere to agreed timetables                            |   |  |
|                                | Experience of and ability to work collaboratively within a small team   |   |  |
|                                | Experience of budget setting and management   |   |  |
|                                | Experience of hiring and managing external contractors (eg, designers, printers)  |   |  |
|                                | Experience of working in the not-for-profit sector, preferably in a publishing or communications role   |   |  |
|                                | Good word processing and other general computing skills   |   |  |
|                                | <b>KNOWLEDGE</b>  | Familiarity with all stages of the publishing process   |  |
|                                |   | Awareness of ethical trade, international development and/or labour rights issues   |  |
| <b>QUALITIES</b>               | Motivated by ETI's vision and aims  |   |  |
|                                | A team worker – enjoys working collaboratively  |   |  |
|                                | Highly organised, with good attention to detail   |   |  |
|                                | Appreciation of what constitutes effective communication  |   |  |

## Terms And Conditions Of Employment

### Background

This post is being offered on a permanent contract, subject to successful completion of a 6-month probationary period, assessed by performance review after six months in post.

### Nationality

This post is open to anyone who is eligible to work in the United Kingdom. Applications from those seeking a permit to work in the UK cannot be considered.

### Salary

A salary of **£38,084 per year pro rata** is offered.

### Holidays

25 days paid holiday per year (pro rata) plus Bank and public holidays. The holiday year runs from 1<sup>st</sup> April to 31<sup>st</sup> March.

### Pension

ETI will pay a contribution of 6% of your salary to an Inland Revenue approved managed pension fund of your choice (payable after 6 months, but backdated, subject to successful performance review). Alternatively, ETI has chosen Friends Provident to provide a Stakeholder contract Scheme. Membership of the scheme is on a voluntary basis and open to all employees.

### Hours of Work

The post is being offered on **either a full-time or part-time** basis (minimum 2.5 days per week), depending on the wishes, skills and experience of the candidate and subject to mutual agreement between ETI and the candidate.

The full-time salary of £38,084 per year is based on a 5-day working week of 37.5 hours excluding lunch breaks. If ETI agrees that the successful candidate will work on a part-time basis, the salary will be calculated on a pro rata basis depending on agreed hours of work.

The ETI Office is open from Monday to Friday 9.00am until 6.00pm, required core hours of work are from 10.00am to 4.00pm.

## Location

Your place of employment will be 2<sup>nd</sup> Floor, Cromwell House, 14 Fulwood Place, London, WC1V 6HZ. The post-holder will be required to work from this office the majority of the time, although ETI allows some flexibility for working remotely (eg, at home) on an occasional basis and subject to negotiation and agreement with ETI.

## Medical

You may be asked to undergo a pre-employment medical examination as a condition of an offer of employment.

## Other Employment Conditions

ETI is dedicated to promoting the adoption of good practice in labour standards and is an equal opportunities employer.

## Application and Selection Process

All application forms should be emailed or sent to Kaiesha Gibson ([kaiesha@eti.org.uk](mailto:kaiesha@eti.org.uk)), ETI Secretariat, 2<sup>nd</sup> Floor, Cromwell House, 14 Fulwood Place, London, WC1V 6HZ before **9.00 am on Monday 1<sup>st</sup> October 2007**.

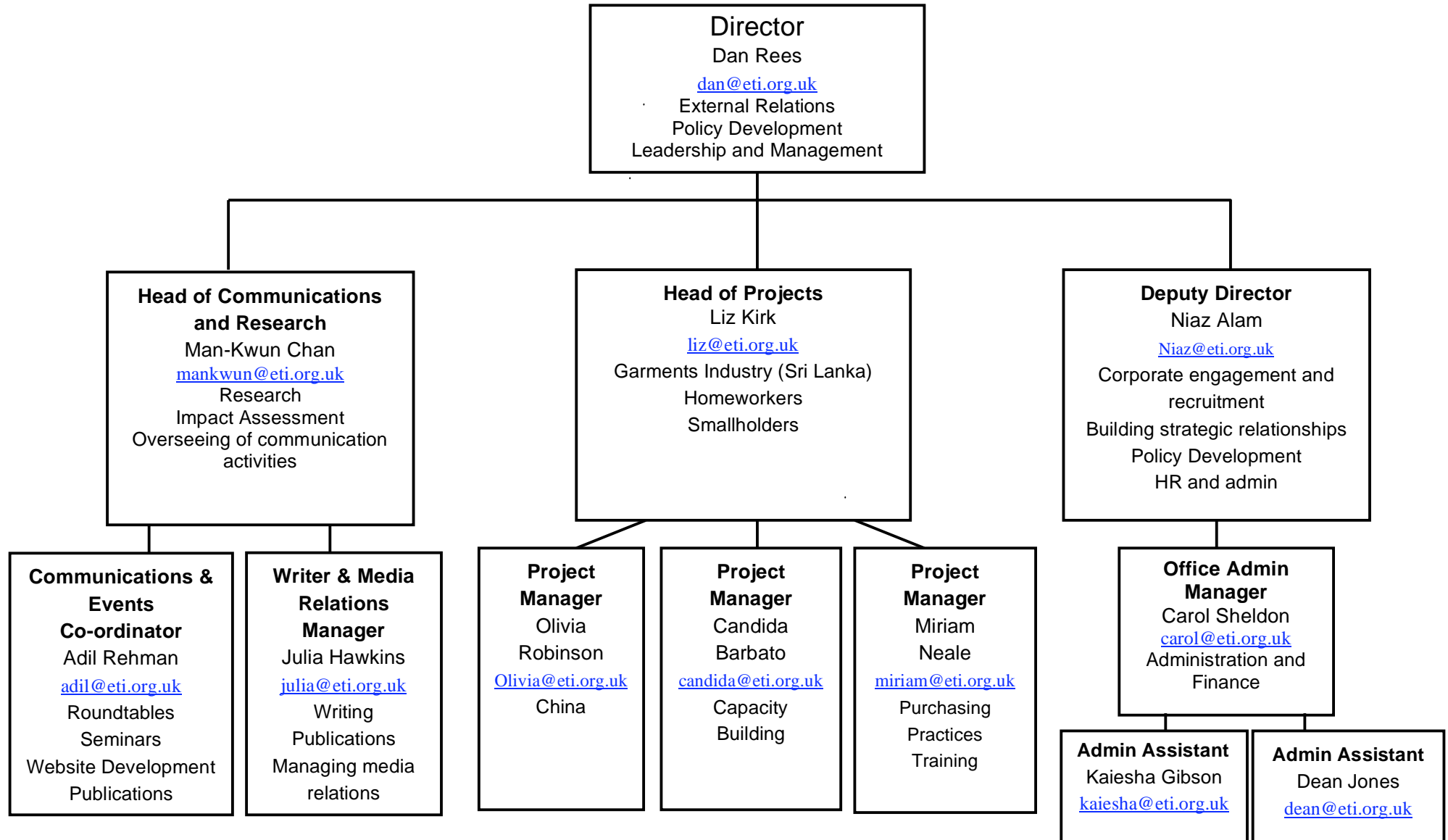
All applications will be short-listed based on the information provided in the application form. CVs cannot be accepted.

Shortlisted candidates will be informed by telephone and invited to an assessment day. The assessment will consist of a panel interview, an individual interview and activity-based exercises, and will be held at the ETI offices.

If you have any comments, queries or need to contact ETI about your application or the selection process, please contact Kaiesha Gibson on 00 44 (0) 207 404 1463, fax 00 44 (0) 207 831 7852 or [kaiesha@eti.org.uk](mailto:kaiesha@eti.org.uk).

Candidates are encouraged to visit ETI's website **[www.ethicaltrade.org](http://www.ethicaltrade.org)** where much more detailed information about ETI is available.

**Who's Who in the ETI Secretariat (August 2007)**





ethical  
trading  
initiative

# Equal Opportunities Employment Policy Statement

October 2004

**Ethical Trading Initiative**  
Cromwell House  
14 Fulwood Place  
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United Kingdom

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## Equal Opportunities Employment Policy Statement

The aim of the Equal Opportunities Employment Policy is to ensure that no job applicant or employee receives less favourable treatment on grounds of sex, race, colour, religion, disability, ethnic or national origin, age, sexual orientation, marital or parental status or social class, nor is disadvantaged by conditions or requirements which cannot be justified.

The Ethical Trading Initiative will promote positive employment practices designed to eliminate discrimination, thereby ensuring adherence to the appropriate Acts of Parliament and Codes of Practice.

### Policy Statement

1. All employees will be recruited, promoted, transferred and trained on the basis of ability, job requirement and fitness for the job, as defined in the Person Specification and Job Description.
2. Employees will not be dismissed or made redundant on the grounds of sex, race, colour, religion, disability, ethnic or national origins, age, sexual orientation, marital or parental status or social class.
3. Employees will not be discriminated against on any of the above grounds in performance appraisal and any performance review system introduced will reflect this Policy.
4. Employees will not be discriminated against on any of the above grounds in the affording of Terms of Employment or in the provision of benefits, facilities and services.
5. Employees will not be discriminated against on any of the above grounds in the operation of grievance disputes and disciplinary procedures.
6. Certain posts may carry genuine occupational qualifications. These will be few, and the need for such a title will be reviewed whenever such a post falls vacant.
7. The Ethical Trading Initiative will set up and maintain such records as are necessary to enable monitoring of the effectiveness of this policy. These records will be made available to any member of staff who wishes to view them.
8. A copy of The Ethical Trading Initiative Policy will be given to all new employees and the induction training of new employees will include a reference to the Policy. Additionally, induction training will point out the employee's own responsibilities under the various Acts and the appropriate Codes of Practice.

9. Necessary training to ensure the effective implementation of this Policy will be carried out by The Ethical Trading Initiative.
10. Any employee who considers that he or she is suffering from unequal treatment on the grounds of sex, disability, race, colour, ethnic or national origin, religion, age, sexual orientation, marital or parental status or social class may raise a complaint through The Ethical Trading Initiative's agreed Grievance Procedure.
11. All recruitment advertising will clearly state that The Ethical Trading Initiative is an Equal Opportunity employer.
12. This Policy will be reviewed in the light of changing legislation or guidance from appropriate bodies in conjunction with staff organisations throughout the established consultative machinery.

## Policy Implementation

All staff have a responsibility for this Policy. The Manager of the Secretariat will have a monitoring responsibility.

# Ethical Trading Initiative

## Equal Opportunities monitoring form

### Confidential

Please complete in black ink or type and return with your completed application form

In accordance with it's Equal Opportunities Policy Statement, The Ethical Trading Initiative will select new employees on job-related criteria only, that is on the ability to meet the criteria of the job as outlined in the person specification.

The questions below will help The Ethical Trading Initiative to monitor the effectiveness of it's equal opportunities policy. The information which you supply on this page will be used for monitoring purposes and will not be used in the selection process. Please, therefore, complete all questions on both sides of this questionnaire by circling the appropriate response or entering the information requested.

Name .....

Post applied for.....

How did you hear about this post?

- a) Advertisement in newspaper?  
Which Newspaper? (please specify)
- b) Through Job Centre?
- c) through an employment agency? (please specify)
- d) From friend/relative/colleague?
- e) Internal advert within Ethical Trading Initiative
- f) Other .....

Age .....

Gender Male Female

Marital status: Single Married

Other (please specify) .....

Please indicate how you prefer to describe your ethnic origin.

**Note:** These are the categories recommended by the Commission for Racial Equality.

- a) Bangladeshi
- b) Black African
- c) Black Caribbean
- d) Black other (please specify)
- e) Chinese
- f) Indian
- g) Pakistani
- h) White
- i) Other (please specify)

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\*Do you consider yourself to be disabled? Yes No

Please state the nature of your disability:

\*Ethical Trading Initiative encourages registration on the Department of Employment register but we do recognise that not all disabled applicants choose to do so. Our monitoring therefore covers all those who consider themselves disabled whether registered or not.