



## **Shape the debate on ethical trade**

### **Head of Communications**

Full time post - £44,368 plus benefits

The Ethical Trading Initiative (ETI) is a ground breaking alliance of companies, trade unions and non-governmental organisations aiming to improve the lives of workers world-wide who make the goods we all consume. We need an energetic, inspirational person to develop a new strategy to raise the profile of ETI and ethical trade and lead our talented communications team in implementing it. As part of our senior management team you will help drive ETI forwards. A unique opportunity to shape the international debate on ethical trade!

The successful candidate will have broad communications experience including strategy development and delivery. We want a proven manager with sound judgment who excels at supporting others. You will need exceptional communication and project management skills with knowledge of ethical trading issues, diplomacy and a real passion to use your talents to bring about change for workers around the world.

**Closing date: Monday 28 July at 9am. First interviews 4/5 August**

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) 78415180



# Application for employment

In confidence

Please read the job description, person specification and supplementary information carefully before completing this form. CVs will not be considered.

Shortlisting will be carried out **solely** on the basis of the information provided on the application form.

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

## Personal details

Post applied for:

**HEAD OF COMMUNICATIONS (Permanent)**

How did you learn about this vacancy? (If appropriate please give the name of the publication/website)

Family name:

Forename(s):

Preferred title:

Contact address:

Email:

Do you need a work permit to take up employment in the UK?

Daytime tel no. :

Yes/No

Evening tel no.:

If 'Yes', have you got / applied for a permit?

Mobile no:

Yes/No

## 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 MM / YY to MM / YY	Employer's name and 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, either by email or post. Closing Date for Applications: Mon 28 July 2008, 09:00  
Email: [kaiesha@eti.org.uk](mailto:kaiesha@eti.org.uk). Addr: Ethical Trading Initiative, 2<sup>nd</sup> Floor, Cromwell House, 14 Fulwood Place, London WC1V 6HZ.



ethical  
trading  
initiative

## **Information pack** **For the post of** **Head of Communications** **(Permanent)**

**June 2008**

**Ethical Trading Initiative**  
Cromwell House  
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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.

## ETI – some achievements

In its first ten years the Ethical Trading Initiative has:

- **demonstrated that its members' activities have brought material benefits to workers**, including safer and healthier working environments; a reduction in the incidence of child labour; better pay and fewer hours. Last year, ETI member companies registered over 50,000 separate improvements to workers' conditions and their ethical trade activities now touch the lives of over six million workers;
- **galvanised alliances that have brought about widespread change** for workers around the world:
  - in India ETI is supporting a groundbreaking multi-stakeholder initiative in the garment industry, aimed at improving homeworkers' conditions
  - in South Africa, ETI helped create the Wine and Agricultural Industry Ethical Trade Association (WIETA); and
  - in the UK, ETI led a cross-industry alliance that successfully lobbied the Government to introduce licensing of temporary labour providers to the agricultural industry.
- **established itself as a global authority** on corporate responsibility for workers in supply chains and developed a raft of practical tools and resources to help companies put their ethical trade principles into practice;

ETI's aims going into the next decade include:

- **driving ethical trade to the heart of business practice**, particularly in making sure that the prices paid by companies to their suppliers allows them to pay their workers a wage they can afford to live on, and making sure that lead times do not create unnecessary pressure on suppliers to cut corners and force unnecessary overtime.
- **helping workers help themselves** - making sure workers are actively engaged in ethical trade, which includes helping them learn about their rights and creating the space for them to organise themselves and bargain with management through trade unions and other structures.
- **working towards making a 'living wage' a reality, not an abstract concept** – given that progress in this area has been limited, yet it is the most consistent and pressing need identified by workers in supply chains.
- **tackling the issues of particularly vulnerable workers** - continuing to develop concerted approaches to tackling the needs of vulnerable workers, including homeworkers; smallholders and their workers; migrant and contract workers.

## Job Context

### Background

This post has become vacant following the resignation of our current Head of Communications Man-Kwun Chan. Man-Kwun leaves ETI after seven years, having made a massive contribution to establishing ETI's reputation for quality publications and resources at the leading edge of good practice in the field. ETI is well-known for its high quality publications, guidance and learning events.

### Overview of the job

This post will play a key role in shaping the communications agenda for ETI for the next few years. Communications is one of the main tools we use to influence corporate behaviour and so drive much-needed changes for workers' lives. One of your initial tasks will be to lead the development of a new communications strategy to support ETI's strategic plan for 2009-12, which is currently under development.

ETI is a field leader in ethical trade and its publications, training and events are widely sourced by thousands of businesses around the world. Much of our communications work to date has been about promoting the use of these tools. We aim to raise our profile and the value of membership among a wider audience. This year we will use the opportunity of our 10<sup>th</sup> anniversary to run a proactive media campaign in the run up to our international conference in October (Ethical Trade: The Next Decade). Other projects this year include the production of three short films to promote ethical trade, re-launching our website and re-branding the organisation.

You will be a key member of ETI's Senior Management Team which drives the organisation forward. This operational management board reviews progress and ensures efficient running of the organisation. Lastly you will inspire and support a talented and passionate communications team respected for their consistent, high quality output.

With such opportunities, it's a great time to join ETI and help shape the international debate around ethical trade in the years ahead.

### About the ETI Communications Team

The ETI Communications Team currently consists of four staff 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 (e.g., posters, videos, fact sheets, presentation slides) and guidance documents (e.g., the ETI Workbook – an ethical trade manual for retailers, and issue-specific briefing papers);
- Organising ethical trade events (e.g., 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.

Applicants are encouraged to visit ETI's website [www.ethicaltrade.org](http://www.ethicaltrade.org) for further details of these kinds of activities.

Current post holders are:

Julia Hawkins: Media Relations and Communications Manager: Julia is responsible for developing and implementing ETI's media relations strategy, a remit that has grown in recent years. She also handles other communications projects including the creation of a short 10<sup>th</sup> anniversary film. Julia has been with ETI for four years.

Penny Street: Publications Manager (four days/week): Penny joined ETI in late 2007 when we created this new post. Penny is responsible for writing and designing ETI's best practices resources, many of which stem from ETI's experimental projects. Penny also takes on additional communications projects such as writing ETI's annual review this year.

Alan Sadler: Communications Co-ordinator: Alan will join ETI in late July from Marie Stopes International. He will be taking responsibility for organising a schedule of events, for maintaining and developing the website including new media opportunities and for seeing documents through the publications process. Alan replaces Adil Rehman who left ETI in April 2008 after six years in post.

## Job Description

**Job Title:** Head of Communications

**Purpose of job:** To maximise the impact of ETI's communications by promoting ETI, its values and good practice to key target audiences.

To do this you will

- Develop and oversee the implementation of ETI's communications strategy
- Lead and manage the communications team
- Play a lead role in the effective management of ETI through its Senior Management Team
- Project manage key communications projects

**Responsible to:** Director

**Responsible for:** Media Relations and Communications Manager  
Publications Manager  
Communications Co-ordinator  
China Country Representative (communications objectives only)

### Key Responsibilities

#### 1. Problem Solving and Decision Making

- 1.1 Lead responsibility for developing and implementing ETI's communications strategy ensuring that it effectively supports ETI's overall organisational strategy, that ETI maximises its profile and the impact of its communications message.
- 1.2 Develop and oversee implementation of an annual programme of events, publications, resources and media activities designed to achieve the objectives of the communications strategy and support other organisational objectives.
- 1.3 Ensure that ETI is aware of the learning needs of members and of the priority external audiences. This will require consultation with other Secretariat colleagues to understand what learning is arising from ETI's work and determine the appropriate resource and format for communicating those lessons.
- 1.4 Contribute to organisational strategy as a member of ETI's Senior Management Team.
- 1.5 Regularly review communications team work objectives in the light of changing priorities to ensure effective use of resource and workload management. "Trouble-shoot" potential problems and bottle-necks that may hinder implementation of communications objectives.
- 1.6 Make judgement calls on one-off communications opportunities that may arise such as writing articles, organising events or speaking at conferences.

#### 2. Resource Management

- 2.1 Responsible for managing ETI's communications team, including all aspects of line management such as target setting, regular one to one meetings, quarterly reviews and annual performance and development appraisals.
- 2.2 Recruit new communications team members as required.

- 2.3 Ensure ETI has sound communications objectives in its China programme and support their implementation. The China Country Representative reports directly to the Head of Projects but is accountable to the Head of Communications with respect to communications related work.
- 2.4 Play an active role in managing ETI's performance and development. As part of the Senior Management Team you will input into the development of ETI's strategic priorities and monitor progress of the Communications team in their implementation. You will contribute to improving ETI's organisational and planning systems representing communications team priorities in these decisions.
- 2.5 Ensure the communications team produces high quality and accurate information outputs and events consistent with ETI's policy and guidelines. Key outputs include ETI's annual review, publicity leaflets, guidance documents, external publications relating to project activities, conferences and events, reports and our growing web-site. The emphasis of the role will be to oversee the content of these activities and advise and support where appropriate.
- 2.6 Responsible for designing and implementing your own communications projects which may include writing publications, overseeing films or running major events. You will recruit and manage contractors that may be required to support such projects.
- 2.7 Work with team colleagues to set the annual budget for ETI's communications programme and monitor expenditure.

### **3 Communication and Information**

- 3.1 Lead responsibility for devising the standards for the content, structure and style of ETI's written communications and events and to ensure consistency to ETI's communications guidelines and procedures.
- 3.2 Ensure ETI has in place plans for the effective promotion of ETI's resources to key target audiences.
- 3.3 Ensure effective consultation and communication with Secretariat colleagues over decisions that may affect their work patterns or outcomes. This involves liaising with interested parties in making decisions about work priorities and budgets.
- 3.4 Responsible for preserving the integrity of ETI's brand including advising colleagues and members on the appropriate use of ETI's logo and image to mitigate the risks of misrepresentation.
- 3.5 Represent ETI at conferences and events and ensure regular updates of progress and issues arising from the communications and research programme are made available to internal and external audiences.
- 3.6 Ensure that ETI provides an appropriate response to all requests for information, advice and articles from members, the media and other sources.

PERSON SPECIFICATION

SKILLS & EXPERIENCE	ESSENTIAL	DESIRABLE
	Broad and extensive communications experience. Can demonstrate development/delivery of a wide range of communications outputs and services – for example web-based communications, events, publications and media relations.	Has implemented communications designed to change attitudes/behaviour
	Experience of line managing a busy communications team. Enjoys and excels in the role of supporting others to achieve their potential.	
	Outstanding project manager – proven ability to manage complex projects from start to finish	
	Ability to think strategically about communications objectives and priorities	Played a lead role in strategic planning processes
	Demonstrable experience of effective organisational and planning skills in a communications environment.	
	Exceptional oral and written communication ability.	
	Relevant work experience in a retail, manufacturing, trade union or NGO environment or in a developing country.	
	Experience of setting and monitoring budgets	
	Fully computer literate and can operate MS Office package.	
KNOWLEDGE	Knowledge of ethical trade issues and what it means for retailers and suppliers.	
	Knowledge of international labour standards (International Labour Organisation Conventions)	Knowledge of labour law and employment conditions in global manufacturing and/or agriculture
QUALITIES	Able to manage multiple work tasks and juggle conflicting priorities.	.
	Able to make sound judgement calls under pressure.	
	Diplomatic – listens, understands and can accommodate conflicting points of view	
	Assertive and confident to represent viewpoint of self and team	
	Highly motivated by ETI's vision and aims.	
	Versatile team player – excellent at both leading and playing a support role in team tasks.	

# 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 **£44,368** is offered. This does not include the annual cost of living award which is made at the end of July 2008.

## Holidays

The holiday year runs from 1st April to 31st March. From the commencement of employment your paid holiday entitlement will be at the rate of 25 days per calendar year pro-rata plus Bank and other statutory holidays. The offices of ETI are closed between Christmas and New Year enabling all UK based staff members to have additional leave on top of the 25 days (pro rata) paid leave.

## 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 **full time** basis for a 37.5 hours week excluding lunch breaks.

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 (e.g., 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 by **9.00am on Monday 28th July 2008**

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

We expect shortlisted candidates to be informed within three days of the closing date. Shortlisted candidates will be informed by telephone and invited to an assessment day. The assessment day is scheduled to take place between 4 & 6 August 2008. 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 tel +44 (0) 207 841 5180, fax +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



ethical  
trading  
initiative

# Equal Opportunities Employment Policy Statement

October 2004

**Ethical Trading Initiative**  
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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.