

## TERMS OF REFERENCE (TOR)

**Position:** Communications Coordinator

**Organization:** Fairtrade Network of Asia & Pacific Producers (Fairtrade NAPP)

**Reporting to:** Senior Marketing & Communications Manager

**Location:** Remote

**Contract Type:** Short-term Consultancy (Regular 08 hours working period)

**Remuneration:** €350 per month

**Duration:** Initial contract of 06 months, renewal based on performance

### Background

Fairtrade NAPP is the Producer Network of Fairtrade International in the Asia and Pacific region, representing over 200 producer organizations across 18 countries. Fairtrade NAPP works to secure better trading conditions for farmers and workers, strengthen producer voices in the Fairtrade system, and support sustainable development through diverse projects, programs, and advisory services.

As Fairtrade NAPP's initiatives and impact across the region continue to grow, there is a strong need to increase visibility, share producer stories, and strengthen digital outreach. To support this objective, Fairtrade NAPP seeks a dynamic, creative, and purpose-driven Communications Coordinator to assist in implementing day-to-day communications and storytelling activities.

### Purpose of the Role

The Communication Coordinator will support the Senior Marketing & Communications Manager in developing and delivering regular communications content. The role focuses on writing and publishing articles, managing social media platforms, updating website content, and supporting outreach activities that highlight Fairtrade NAPP's projects, programs, products, and producer impact across Asia and the Pacific.

This role requires someone with a **flair for writing, documenting human stories, and transforming complex development work into engaging and inspiring content**. The ideal candidate will be passionate about impact storytelling and committed to advancing Fairtrade's mission. **Must be adaptable to working in a fast-paced environment and keeping up to date with the various projects and programs running across the region.**

## Key Responsibilities

### Content Development & Storytelling

- Write and publish a minimum of **3–4 high-quality news articles per week** covering Fairtrade NAPP projects, programs, activities, and others.
- Develop engaging content, including articles, blog posts, and news updates, others
- Manage weekly website posting that includes press releases, announcements, job vacancies, and other communication updates on the website and social media.
- Support the Senior Marketing & Communications Manager in crafting messaging for campaigns and other communications materials.

### Website Management

- Upload, format, and maintain website content, ensuring accuracy, consistency, and visual appeal, aligning with Fairtrade Branding Guidelines, using Adobe Experience Manager.

### Social Media Management

- Manage Fairtrade NAPP's social media platforms.
- Create, design, and schedule posts using Canva and other digital tools.
- Develop strategies to **increase followers, post reach, likes, and engagement**, and track performance against defined KPIs.
- Monitor analytics and propose improvements to strengthen digital presence.

### Campaign & Communication Support

- Support communications for thematic days and campaigns (e.g., World Fairtrade Day, World Environment Day, International Coffee Day, etc.).
- Provide general communications support as assigned.

### Coordination & Reporting

- Work in close daily coordination with the Senior Marketing & Communications Manager.
- Provide brief weekly progress updates on content published, social media performance, and activities completed.

## Other Support

- Other Support as required for supporting the role of Marketing and Communications.

## Deliverables

- Minimum **3–4 published website articles per week**.
- Regular social media content with measurable growth in reach and engagement.
- Timely posting of news, announcements, and organizational updates.
- Support to campaigns and communications tasks.
- Submission of monthly KPI progress updates for digital engagement.

## Required Qualifications & Experience

- Bachelor's degree in Communications, Marketing, or related field.
- Demonstrated experience in content writing and digital communications.
- **Proven flair for writing and storytelling**, particularly human-interest and impact-based stories.
- Excellent English writing and editing skills.
- Experience working with content management systems, including WordPress and/or Adobe Experience Manager (AEM).
- Experience managing social media platforms and improving digital engagement metrics.
- Ability to work in a **fast-paced environment** and meet tight weekly deadlines.
- Demonstrated ability to work effectively in **multicultural and geographically dispersed teams**.
- Strong interest in social impact, sustainable development, or Fairtrade.

## Mandatory Skills

- Outstanding content writing and storytelling ability
- Social media management and digital engagement growth
- Website content publishing
- Proficiency in Canva and other content creation tools
- Working knowledge of Adobe Experience Manager (AEM) and Word press.
- Basic SEO understanding
- Excellent proficiency in English (written and verbal)
- Strong organizational and time-management skills

## Contract Duration

The initial contract will be for **six (6) months**, with renewal based on performance and organizational needs.

## Supervision & Reporting

The Communication Coordinator will report directly to the **Senior Marketing & Communications Manager** and work under close guidance on daily priorities.

## Remuneration

A fixed consultancy fee of **€350 per month**, payable upon submission of monthly time sheet and work reports.

## Work Arrangement

- Part-time consultancy
- Remote working
- Daily coordination with Reporting Manager
- Fixed 08 hours working period with agreed weekly output targets

## Application Process

Applicants are required to email the documents below to [comms@fairtradenapp.org](mailto:comms@fairtradenapp.org) with the **Subject titled: Application for the Position of Communication Coordinator**.

- Overall Work Profile
- **Writing samples, blog articles, or published work** to demonstrate writing and storytelling ability.



- A brief statement describing motivation and interest in Fairtrade's mission is required.
- Two professional references may be requested.

**Last Date for submission is:** 23<sup>rd</sup> Jan 2026

Only shortlisted applicants will be communicated via email.

For more information about our organisation visit: [www.fairtrade.net/napp-en](http://www.fairtrade.net/napp-en)