



## Job Description

### COMMUNITY ACTIVATOR

<b>Reports to:</b>	Cassandra Belanger (Community Activation Leader)
<b>Status:</b>	Independent freelancer / contractor. <b>MUST</b> be able to invoice legally. Evidence of business registration under your local authority is essential.
<b>Hourly Rate:</b>	Average €23 per hour depending on location
<b>Hours:</b>	Starting at 14 hours per week
<b>Location:</b>	Online - Remote
<b>Duration:</b>	Initial 6-month contract with potential for extension
<b>Last Revised:</b>	February 2021

### ZERO WASTE DESIGN ONLINE COLLECTIVE (ZWDO)

ZWDO is an international collective that develops online educational resources in the field of zero waste design and systems thinking for fashion. We seek to transform the industry through education, community collaboration and open dialogue around garment construction, pattern cutting, design methods and innovative use of technology.

We are an Association Loi 1901 (not for profit) registered in France.

### WHO ARE WE LOOKING FOR?

The ZWDO Collective is looking to hire a passionate, enthusiastic new member of our team to contribute to the future development of our

association and the progression of zero waste fashion design as an industry or field.

## **PRINCIPLE AIMS OF THE POST**

Reporting to the Community Activation Leader (Cassandra Belanger), the post holder will contribute to the activities related to the development and support of our online community, digital marketing, critical analysis, strategic thinking and administrative responsibilities, as needed. The post holder will also contribute to the overall continued development of the Zero Waste Design Online Collective.

## **PRINCIPLE DUTIES**

This job description describes the principle purpose and main elements of the job. It is a guide to the nature of the main duties as they currently exist but is not meant to be all inclusive. The post holder is expected to work flexibly and respond positively to the changing needs of our organisation.

## **RESPONSIBILITIES**

### **Community Activation Strategies**

- Define and understand target community
- Conducting research and interviews
- Define new strategies for community activation (ex. Partnerships with fabric shops, indie designers, schools, influencers, activists)
- Critical analysis and strategic thinking for future development of online community

### **Digital Marketing**

- Data analysis (analytics for social media, website, newsletter):
  - Utilisation of functional procedures and modern softwares to gather and process a wide range of information from different online interactions of our target market
- Development of social media strategy
- SEO (Search Engine Optimisation) + SEM (Search Engine Marketing)
- CRM (Customer Relationship Management)
  - Strategies for monitoring and maximising customer and community experience
- Content creation:
  - Draft posts for social media including: Facebook, Instagram, and LinkedIn
- Adapt content from Instagram for Facebook and LinkedIn

- Plan posts for social media using a social media management platform (Example: Hootsuite, Facebook Creator Studio)
- Draft outlines (copy) of events
- Coordinates and oversees the writing of blog posts with our community
- Prepare community spotlight: Instagram and Facebook stories
- Write and manage monthly newsletter (we currently use MailerLite)
- Visual Communication and graphics:
  - Prepare inspiring and aesthetically pleasing educational graphics for social media posts in Canva
- Conducting research into user experience for elearning workshops (15% and Zero Waste Grading)

### **Website (Wix platform)**

- Setup events
- Integrate blog post
- Social media integration
- Keep website updated
- Create strategy for communication through website
- Oversee directory of patterns and designers ([Community Box](#))

### **Accessibility, Inclusion + Diverse Representation**

- Conducting research into best practice for accessible online communication and graphics considering inclusivity (size, disability, age, class, race, etc) and diverse representation (size, disability, age, class, race, etc)
- Applying best practice to accessible online communication and graphics considering inclusivity and diverse representation

### **Correspondence (Social Media, Membership Platform + Emails)**

- Reply to Instagram comments and DMs
- Coordinating and responding to emails
- Organising the Gmail inbox (filing away old emails)
- Reply to comments/messages on [Buy Me a Coffee](#) platform
- Reply and communicate with team through [Slack Communication Platform](#)
- Reply to Slack messages from community
- Reply and communicate with team through [Signal Messaging App](#)

### **Community Call (CC) Coordination**

- Coordination and planning

- Set up Community Call events on website and socials (in collaboration with Community Activation Leader)
- Market Community Calls / Send email reminders
- Edit and upload videos of CC on YouTube and website

### **Membership / Volunteer Coordination**

- Manages communication with membership using our Buy Me a Coffee platform
- Oversees membership volunteer activity and commitments

### **Meeting Organisation - Journal of Decisions**

- Attend team meetings and take minutes, prepare agenda with support of co-founder, co-ordinate date and time for team meeting
- Communicate to team about reading the agenda (Journal of Decisions) before the meeting
- Help keep Journal of Decisions up to date after meetings

## **PERSON SPECIFICATION: COMMUNITY ACTIVATOR**

<b>QUALITIES + ATTRIBUTES</b>	<b>ESSENTIAL (E) DESIRABLE (D)</b>
An ability to provide critical feedback (we want the candidate to confidently speak their mind and share their opinions)	<b>E</b>
A willingness to learn, adapt and be flexible	<b>E</b>
Strong ethical and moral values	<b>E</b>
A passion for zero waste fashion design	<b>D</b>
Progressive views on the future of the fashion industry  Examples: post-growth (de-growth) fashion, anti-capitalist, slow fashion, DIY maker, local production, systems change, activism (craftivism), etc.	<b>D</b>
Progressive views on education  Examples: accessibility, inclusion, diversity, representation, de-colonisation. Example organisation: <u>Slow Factory</u>	<b>D</b>

<b>EXPERIENCE + EDUCATION</b>	<b>ESSENTIAL (E) DESIRABLE (D)</b>
Minimum one year experience working in digital marketing or equivalent role	<b>E</b>
High school diploma	<b>E</b>
Masters degree	<b>D</b>
Undergraduate degree	<b>D</b>
<b>SKILLS + ABILITIES</b>	<b>ESSENTIAL (E) DESIRABLE (D)</b>
Legal status to be employed as a contractor / freelancer. Evidence of business registration under your local authority will be asked.	<b>E</b>
Critical Thinking	<b>E</b>
Must speak a proficient level of English. Most communication/writing will be in English. Applicants must be able to write, edit and verbally communicate in English to a high standard.	<b>E</b>
An understanding of online accessibility needs	<b>E</b>
An understanding of diverse representation	<b>E</b>
Confident with graphic design platform Canva	<b>E</b>
Basic video editing skills	<b>E</b>
Google Suite - (collaborative tools) Google sheets, Docs, Slides, Drive, Calendar	<b>E</b>
A basic level of understanding of zero waste design and garment construction	<b>E</b>
An interest in learning about and developing the future of the zero waste design field	<b>E</b>
Communication Skills - Clear, concise, interesting and relevant communication is essential. This includes the ability to spread impactful messages, establish trust with our community and build lasting relationships. We're looking for a friendly, casual, informal, personable, and funny communication style.	<b>E</b>

Graphic Software - confident with Adobe Creative Suite (Illustrator, InDesign, Photoshop)	<b>D</b>
Experience using Miro	<b>D</b>
SEO (search engine optimisation) + SEM (search engine marketing)	<b>D</b>
Customer relationship management (CRM)	<b>D</b>
A creative making practice in regards to clothing, textiles or accessories (home sewing/making)	<b>D</b>
An understanding of efficient, accessible and inclusive visual communication (imagery)	<b>D</b>
An understanding of systems change	<b>D</b>
Bilingual (any language) in order to expand and broaden our international community	<b>D</b>
Experience using <a href="#">Community Box</a>	<b>D</b>

## WHO CAN APPLY?

The ZWDO Collective seeks to increase diversity and representation in the field of sustainable fashion and particularly zero waste fashion. There are numerous and complex barriers to access, progression and representation in the field of sustainable fashion. Career progression is far from a level playing field. Challenges are more acutely felt by women, people with parental responsibilities, disabled people, including those who face significant challenges due to health, well-being or personal circumstances and those from BIPOC (Black, Indigenous and People of Colour) or minority ethnic backgrounds.

We particularly encourage applications from individuals who self-identify as sharing one or more of the protected characteristics defined by the [Equality Act 2010](#) (United Kingdom), which includes (but is not limited to) age, disability, gender reassignment, race, religion or belief, sex and sexual orientation.

Applications are open to anyone, based anywhere in the world, that has the necessary legal status to work as a freelancer/contractor. The applicant also needs to have access to a reliable source of wifi. Depending on the

time zone the applicant is located in, there may be requirements to work unsociable hours (work that takes place outside of the traditional 9am - 5pm workday). The applicant must be available to work at least 50% of their time between the hours of 10am - 6pm GMT.

Find out more about eligibility in our 'Person Specification' section of the job profile.

## **APPLICANT SUPPORT**

### **GENERAL + TECHNICAL ENQUIRIES**

If you have any general enquiries about the application process or the requirements for the position please do not hesitate to get in touch with us at [zwdo.collective@gmail.com](mailto:zwdo.collective@gmail.com).

### **ACCESS SUPPORT**

The ZWDO Collective is committed to offering clear and accessible application processes that are open to everyone. We offer access support to disabled applicants, tailored to individual requests.

### **APPLICATION PROCESS + DEADLINE**

The deadline for applications is **Monday, February 21st at 12pm CET** (Central European Time). Please provide a cover letter and CV and address your application to Cassandra (Belanger) and Mylène (L'Orguilloux). Please send your application by email as a PDF document to [\*\*zwdo.collective@gmail.com\*\*](mailto:zwdo.collective@gmail.com). We look forward to hearing from you!