

Retail Market Specialist for Fashion Accessories/Jewelry to Empower Women Artisans in Surabaya

We are in the fashion accessories business and we have a passion for empowering women artisans in our society so they can help their family have a better life. We are currently developing our retail market for fashion accessories/jewelry product. Our company just recently started retail market product line (before this we are more wholesale market) and we do not have any physical store.

We are looking for retail market specialist who can help us to make a marketing plan for retail market which has the mission to empower woman artisans in Surabaya. Currently we only use online marketing platform and exhibitions to promote our brand. The marketing plan are needed to make our company more competitive in the market, so in the end our company can give more to the women artisans we want to help.

DELIVERABLES

The chosen candidate will work with a representative from our company to finish this project. The following results are a list of items we feel can be achieved within 2 weeks:

- Retail market understanding in fashion accessories/jewelry
- Designing marketing plan for retail market
- Designing marketing kit for exhibitions

NEEDED SKILLS:

- Marketing
- Marketing kit design

NEEDED LANGUAGES:

- English

ADDITIONAL USEFUL LANGUAGES:

- Indonesian

We Provide These Local Benefits

ACCOMMODATION

We will provide lodging close to the work location.

FOOD STIPEND

We will provide breakfast, lunch and dinner with local food. This is a chance to experience local culture too.

LEARNING OPPORTUNITY

You can learn about Indonesia's market potential (physical store and digital market platform).

You can also learn about Indonesia culture in everyday life.

You can learn about a handmade based fashion accessories company.

You can learn about the life of women in Indonesia and their struggles and living conditions.

ADDITIONAL BENEFITS

We can provide transportation to and from the airport.

We can provide local transport in the city and when visiting other areas for the program.

Opportunity to live in and experience life in Surabaya, Indonesia.

VIRTUAL

This opportunity accepts applications for virtual experts.