



Leather Promotion Campaign Team Member – Role Description

Leather Naturally is looking for enthusiastic candidates to support the launch and management of its international communication campaign aimed at Gen Z and Millennials. The campaign's goal is to promote the use of responsibly made leather by seeking to inspire and inform designers, creators, and consumers about its beauty, high quality, and versatility. Leather Naturally is spending money on a highly respectable marketing agency that will also be actively participating in the creation of material in conjunction with our teams input. The team will be comprised of between 3 and 5 people and should ideally have representatives from Asia, Europe and North America.

Communication to Gen Z and Millennials is an important part of this strategy; therefore, Leather Naturally is seeking candidates preferably within those two generations, with extensive experience in both social media and consumer facing projects.

Requirements:

- Experience with social media, with a good understanding of the main networks and their best practices;
- Passion and experience in the leather business and its main markets;
- Excellent communication and creative skills;
- Ability to work in multi-cultural groups, respecting different points of views and interests;
- Past experience in working with consumer facing projects;
- Flexible schedule to participate in conference calls, sometimes out of business hours (due to time zone differences);
- Availability to work between 5 and 10 hours per week in projects related to the campaign;

Team member positions are volunteer and unpaid roles within Leather Naturally, but for people passionate about leather and our industry, it can be a good opportunity to engage in an exciting and important project. The project is intended to run initially for 12 months. Team members are expected to support the initiative during the entire year.

The team will be responsible for overseeing the campaign's activities, discussing strategies and reporting the developments to the supporting companies. The team will be led by a member of the Leather Naturally Management Board, it will run with a level of independency for speed and efficiency, but will be constantly reporting and aligning the actions with the Management Board.

Those interested in taking part in this important project should send a summarised résumé to info@leathernaturally.org before April 12.

The Leather Naturally Management Board will make the final selection of the candidates.