

# Volunteers Recruitment for Ethical Fashion Magazine

**Name of the magazine:**

*Ethics and Fashion* (e-magazine, traditional Chinese edition)



**Who we need:**

Marketers, Journalists, artistic editors, fashion photographer, translators

**What you will gain:**

- ✓ Show your name on a unique and valuable fashion magazine.
- ✓ Experience of working as media person
- ✓ Learn about ethical fashion
- ✓ Build up your own social networking with celebrity, media, NGO, social enterprises in Hong Kong.
- ✓ Possible opportunity of working for the project in a long term! (This will be an on-going Social Enterprise project)

- ✓ Chance of winning 2500 HKD in cash. There will be a Reward Competition upon the accomplishment of the project. One outstanding volunteer will be selected and rewarded.

**Application deadline:**

31 Mar, 2014

**Volunteering time:**

Different position may need different contribution on timing. It is generally between 10-15 hours per week.

**Application method:**

Please read through the details about the recruitment listed as below. Please send your **CV, the application form (the last page) and all other required files** to Christine at [christinetsui@126.com](mailto:christinetsui@126.com) before the deadline.

**About ethical fashion**

Ethical fashion has many definitions. It has alternative names like 'sustainable fashion', 'green fashion'...

In general, ethical fashion cares about two social issues – environment protection and people. "People" means ethics of people and inclusion of people who are normally ignored by the mainstream of the society: those we are disabled, poor, less-educated, affected by AIDs etc.

Fashion industry in general generates high pollution and conspicuous wastage due to its nature of 'chasing the trend'. Ethical fashion was firstly launched in Western by a group of designers/brands who saw the growing social issues and aimed to design, produce, sell the fashion products in an ethical way.

In general, ethical fashion primarily includes following categories:

- ✓ Use of organic material.
- ✓ Use of recycled or upcycled products.
- ✓ Use of new-invented material that is green.
- ✓ Use of wastage products
- ✓ Zero-wastage cutting technology
- ✓ Fair trade
- ✓ Offering fair job opportunity to people with disability, AIDs disease, or in poverty, those who normally don't get working opportunity from business enterprises.

**General requirements for all positions:**

- ✓ High sense of responsibility.
- ✓ Good on time management.
- ✓ Truly caring about the social issues.
- ✓ Gentle, caring and patient! All following positions will need to work with disabled people!

- ✓ Experience of working for NGO is a plus!
- ✓ Passion for fashion!
- ✓ If you are capable in multi-tasks, you are encouraged to apply for two positions at the same time.

### **Recruitment details:**

#### ***Journalists***

Duty:

- ✓ Write articles for the magazine by interviewing people in the field or re-editing the text from other sources.

Requirement:

- ✓ 2 journalists are needed for clothing-fashion column. Students with journalist and or fashion/clothing background are preferred.
- ✓ 1 journalist is needed for Chinese medicine and health care column. Student majored in Chinese medicine is preferred.
- ✓ 1 journalist is needed for organic food column. Student majored in relative subject is preferred.
- ✓ 1 journalist is needed for social issues. Student majored in social work and or journalist is preferred.
- ✓ Students interested in this position should write a Chinese article – any type of article that is related with your targeted position (fashion/health care/food/social issue), approx. 1000 words in length, and send it together with your CV. As this is a fashion magazine, you are strongly recommended to read some fashion magazines and learn about the writing style for fashion readers.

#### ***Marketers/promoters***

Duty:

- ✓ Promote the fashion magazine to the public audience through facebook/bloggers/twitter, emails, conventional social/fashion media, flyers.
- ✓ Organize marketing events to promote the magazine.

Requirement:

- ✓ Sociable and articulate.
- ✓ Creative in thinking
- ✓ Good at using social media (facebook, blogger, twitter...)
- ✓ Good at approaching unknown people including celebrity, local magazine editors and newspaper journalists.
- ✓ Experience of organizing any type of events in the schools.

#### ***text editors***

Duty

- ✓ Edit the articles written by the journalists or translated by the translators.

Requirement

- ✓ Good at reading and writing. Students majored in Chinese literature study is preferred.

#### ***Artistic editors***

Duty:

- ✓ Design and layout all the texts and pictures for the magazine and turn it into a visually-shocking one.

Requirement:

- ✓ Strong in graphic design
- ✓ Creative in thinking
- ✓ Students majored in fine arts / design is preferred.
- ✓ Students interested in this position shall send portfolio of your graphic design work.

### ***Translators***

Duty:

- ☐ Search relative news/articles from English sources
- ☐ Translate the text from English to Chinese

Requirement:

- ☐ Majored in translation or literature study is preferred.
- ☐ Students interested in this position shall send an example (around 500-1000 words) of her / his translation work (from English to Chinese). The text should be related with anything of the following category: fashion, health caring, organic food or social issues.

### ***fashion photographers***

Duty:

- ✓ Shooting pictures for the magazine

Requirement:

- ✓ Be able to work with journalists and or models.
- ✓ Good skills in photographing
- ✓ Students interested in this position shall send portfolio of your shooting work.

# 《道德與時尚》雜誌項目

## 志願者申請表

姓名：  
學校名稱：  
專業：  
年級：  
聯繫電話：  
聯繫郵件：  
申請職位：  
申請原因：

本人承諾：

1. 本人為此專案所創作的一切作品，包括文字和或者圖片等均為本人所原創。如若涉及引用他人作品之處，本人定會清楚標明為引用作品。
2. 本人理解本專案非短期幾天的專案，而是需要持續數月的堅持奉獻。因此，本人願意對自己所從事的崗位工作善始善終。
3. 本人理解本項目涉及與殘障人士之間的合作。本人願意與他們合作並在合作過程中給予他們最大的關心與幫助。
4. 本人的健康及體能良好，適宜參加上述活動。本人明白及同意因本人的疏忽或者健康問題而導致參與這項工作時之傷亡，主辦機構或其合辦協辦機構無須負責。

申請人姓名：

申請人簽字：

日期：