**Terms of Reference (TOR) for Textile-Based Handicraft Designer**

Position Title: Textile-Based Handicraft Designer

Position Level: P2/SS1

Reports To: Program & Finance Manager

Location: Metog Lam, Above Memorial Chorten

The Textile-Based Handicraft Designer at the Handicrafts Association of Bhutan (HAB) will play a key role in product innovation and the design of textile-based handicrafts. This position is central to ensuring that HAB’s products blend Bhutan’s cultural heritage with modern design trends, while also aligning with market needs. The Designer will be responsible for product development, promoting market access, and leading the Product Innovation and Development Department. Research and development (R&D) will be integral to this role, ensuring continuous innovation and relevance in the market.

**Key Responsibilities**

* 1. **Product Design and Development**

1. Design innovative textile-based handicrafts that combine Bhutan’s rich cultural heritage with modern design trends, creating products that appeal to both local and international markets.
2. Develop and refine products such as textiles, apparel, accessories, and home decor, etc. ensuring they are functional, high-quality, and meet consumer preferences.
3. Create market-ready products by collaborating with artisans, testing designs, and ensuring they align with production capabilities and market demands.
4. Promote product diversity by developing new product categories and variations, expanding the appeal of Bhutanese handicrafts to different market segments.
5. Ensure quality and feasibility by overseeing the production process and ensuring that designs are practical to produce, maintain high standards, and are aligned with both artisan skills and market demands.
   1. **Market Access and Promotion**
6. Drive market access by implementing strategies that promote Bhutanese textile-based handicrafts locally and internationally.
7. Position Bhutanese handicrafts as premium products, using collective marks to differentiate and authenticate them in the marketplace.
8. Leverage the Brand Bhutan Mark to authenticate and promote high quality Bhutanese textile-based handicrafts in both local and international markets.
9. Organize and coordinate participation in trade fairs, exhibitions, and international events to increase visibility and create networking opportunities for artisans and buyers.
10. Build relationships with buyers, distributors, and retailers, ensuring continuous market access for HAB members and growing demand for their products.
    1. **Capacity Building and Training**
    2. Design and lead capacity-building programs, through internal and external resources, that enhance artisans’ skills in design techniques, production processes, and business practices, enabling them to produce high-quality, market-ready products.
    3. Conduct hands-on workshops and training sessions that improve technical capabilities and help artisans adapt to emerging design trends and market demands.
    4. Assess training needs regularly to ensure programs are responsive to changes in market trends, technology, and production methods, ensuring they benefit artisans’ productivity and creativity.
    5. **Research and Development (R&D)**
11. Lead R&D efforts to explore new textile materials, innovative design techniques, and sustainable production methods, ensuring HAB stays competitive and environmentally responsible.
12. Conduct market research to understand current trends, consumer preferences, and product demands, using this data to guide product design and development.
13. Collaborate with research institutions and artisans to integrate new technologies and materials into product designs, ensuring that HAB’s products are innovative and relevant in the global market.
14. Continuously evaluate products, gathering feedback from artisans, customers, and stakeholders to refine existing products and ensure they remain competitive.
    1. **Product Innovation and Development Management**
    2. Oversee the Product Innovation and Development Department, managing design projects from concept to market-ready products, ensuring that they meet market needs and quality standards.
    3. Foster a collaborative team environment, working closely with other designers, artisans, and stakeholders to ensure creative ideas are effectively translated into tangible products.
    4. Monitor the performance of product lines, identifying areas for improvement and fostering continuous innovation to keep HAB’s products at the forefront of the market.
    5. **Employment Conditions**
15. **Reporting:** The Textile-Based Handicraft Designer will report directly to the Program Director.
16. **Employment Status:** This is a regular, full-time employment role.
17. **Compensation and Benefits:** Compensation and leave entitlements will be in accordance with the Handicrafts Association of Bhutan’s (HAB) service rules.
18. **Probation Period:** Six (6) months to one (1) year.