

Terms of Reference – Call for Proposal

LinkedIn Profile Optimization -Online Workshop

The DAFI (Albert Einstein German Academic Refugee Initiative) Scholarship Program

Beirut, Lebanon

PROJECT BACKGROUND

IECD (Institut Européen de Coopération et de Développement) is a French non-governmental organization founded in 1988 and operating in the field of social and economic development in partnership with local institutions. IECD's main sectors of action are vocational training and professional integration, assistance to micro and small enterprises and access to education and health for the most vulnerable. In Lebanon, IECD has been operating in the country since 1994 and opened a regional office in Beirut in 2007.

Semeurs d'Avenir (SDA) is a Lebanese association, created in 2010, registered under the number 1905. It is the operational partner of IECD in Lebanon.

The DAFI (Albert Einstein German Academic Refugee Initiative) scholarship program offers qualified refugee and returnee students the possibility to earn an undergraduate degree in their country of asylum or home country. Semeurs d'Avenir is currently the implementing partner of the program.

During their university journey, the DAFI students receive key support aimed at understanding their capabilities and skills that are crucial for self-reliance and academic as well as career advancement. For this purpose, an action plan was crafted to set the objectives necessary to provide the students with these tools. A core element of this plan is enhancing the career development skills of the DAFI students and equipping them with the necessary tools to effectively showcase their professional profiles online. LinkedIn has become an essential platform for career networking, job searching, and professional development. Optimizing their LinkedIn portfolios will empower the students to present their skills, achievements, and experiences in a manner that appeals to potential employers, organizations, and scholarship donors.

We are seeking a skilled facilitator with expertise in LinkedIn portfolio optimization to conduct a comprehensive online workshop. This workshop will guide students through the key elements of building a professional and impactful LinkedIn presence, helping them better position themselves for future career opportunities.

PURPOSE OF ASSIGNMENT

SDA is looking for a registered and certified organization/consultant to generate the content of 1 workshop aiming at developing the capacity of 43 participants in optimizing their LinkedIn portfolios. The organization/consultant should expect to involve the team from the beginning to tailor the plan and the content to the needs of the participants and their specific context.

The organization/consultant should aim to create a well-structured plan for this workshop that combines the following pedagogical elements:

At the end of the workshop, participants will be able to:

- Identify the main tools and strategies to structure a LinkedIn portfolio that would attract the biggest number of potential employers;
- Recognize the strategies needed to look for a job on LinkedIn and connect with the needed stakeholders.

MISSION:

The mission will start by the end of October 2024 or during November 2024, after signature of the contract.

FINAL DELIVERABLES

Upon completion of his/her assignment, the organization/consultant will deliver:

1 workshop that serves the objectives of the mission;

Certificates of completion handed out to the participants;

Handouts/materials for the participants to utilize during their time in the workshop,

Pre and post assessment tools for the workshop;

Feedback given to the participants after the workshop;

One report to be submitted to SDA including the agenda, modules applied and main results of the post-assessment results depicting the attainment of the preplanned objectives;

All deliverables should be in the form and format agreed upon by Semeurs D'avenir.

QUALIFICATIONS AND EXPERIENCE REQUIRED

The project will be awarded to either an independent organization/consultant or a recognized institution which meets the following criteria:

to be present in Lebanon for meetings and in person meetings with the managing team of the project;

Proven experience in similar projects/missions/objectives;

Capability of delivering official certificates;

Fluency in English and Arabic;

Strong analytical and presentation skills;

Demonstrate a strong work ethic and professional integrity.

PROPOSAL SUBMISSION

Technical proposal:

Interested firms and agencies are invited to submit their proposal in English based on the TOR, the proposal should include:

- The technical offer which includes a proposed methodology to be adopted in the content creation and proposed timeline of activities based on the above deliverables, including the expected level of effort and number of working days in a tabular form.
- Provide a portfolio of the organization/consultant (in the case of an institution) including experience with similar projects in the past.
- Provide similar previous projects

- List of previous clients
- Reference Letters from at least 2 clients

Financial proposal:

A detailed financial offer as per RFQ that includes all fees or expenditures in a table, the financial offer should include the payment methods and all the needed information for payments.

PAYMENT TERMS

- Payment will be made upon the delivery of the workshop to be approved and validated by the Project Manager and Program Manager.
- Payment will be made upon submission of the invoice within 10 days after submitting the invoice if the supplier has a fresh account. Otherwise, the payment might be delayed.
- If the supplier doesn't have a bank account in Audi Bank, the Supplier needs to bear the transfer charges.
- The fees may vary depending on the Bank policies and restrictions.
- In case the supplier is not registered with the Ministry of Finance, a deduction of 8.5 % should always be considered.

EVALUATION CRITERIA

The first technical evaluation will be done based on the above qualifications.

A weighted evaluation will be done as below:

- The Financial Proposal: 50% of the total evaluation grade
- The Technical Exam grade: 50% of the total evaluation grade
- Professional and proven experience in facilitating similar sessions or workshops (10%)
- Proven experience in facilitating workshops for fresh university graduates (aged 18-30) (15%)
- Proven certified LinkedIn endorsement, preferably in digital marketing (10%)
- Ability to deliver an engaging multi-dimensional and interactive workshop using online modality in case the project management team decides to conduct the workshop online with the participants (15%)

The agency/firm will be working directly with the DAFI Project Manager and Capacity Building Officer.

Job Location: Lebanon.

Contract Type: Consultancy

Starting date: 1 week after signing the contract.

Date end of assignment: November-December 2024