

Terms of Reference (ToR)

Marketing Agency or Creative Leader

Project: Communication and Marketing campaign for the Development of a direct sale market for fruits and vegetables in Beirut Blast Area

1. Contracting Authority (CA)

JIBAL

2. Background and objectives of the project

The purpose of this project is to respond to the rapidly deteriorating food security situation of vulnerable people in Lebanon.

The main activities of the project are:

1. Capacity building for farmers to reduce the use of chemicals and adopt sustainable farming methods.
2. Provide monthly coaching activities for farmers and monitor their field practices.
3. Create a market for sustainable farmers in Beirut and connect farmers directly to end consumers without the “middle man” linkage.

The hereby terms of reference focus on the third activity, the development of the market. The main objectives of the market are to:

1. Create a direct connection between producers and consumers
2. Provide access to affordable healthy food to the people in Beirut Blast and around it.

The market will therefore only include farmers, not resellers. Meetings are currently being organized with the farmers so they can be part of the organization. The fruits and vegetables sold in the market are produced through sustainable farming methods. The market will be implemented in the Beirut blast area and is expected to start mid-August 2021.

3. Scope of work

The Marketing Consultant is expected to do the below:

- Produce the branding for the market
- Set, plan, and implement a marketing strategy for the farmers' market
- Organize and implement marketing activities or events to communicate on the market.
- Plan and manage advertising and promotional campaigns for the market on a variety of media (social, print etc.)
- Coordinate with the JIBAL team and project coordinator to ensure that the marketing plan meets the market's objectives and contributes to its success.
- Conduct market research to identify opportunities for promotion and growth.
- Attend an evaluation meeting with Jibal at the end of the assignment.

The contract is expected to run for four months, starting from the beginning of July 2021 until end of November 2021.

4. Outputs / Deliverables

The marketing consultant is expected to deliver the below:

- Marketing Strategy
- Marketing events plan
- Advertising and promotional items
- Content of marketing material
- Market research study

5. Qualifications of consultant

- Proven experience in marketing and branding, preferably in the F&B sector.
- Good understanding of market research techniques, strategy development, statistical and data analysis methods.
- Thorough understanding of social media and web analytics.

6. Number of working days:

The assignment is between July 2021 and November 2021

7. Management

The consultant will work under the supervision of Lama Al Aridi, Project Coordinator

Candidates interested to apply shall send the below documents to lama@jibal.org

- Portfolio
- Cover Letter
- Financial Offer, excluding social media ads, printing and other needed third parties (eg: photographer).

Confidentiality

All content and documents of the assignment are to be treated confidentially and may not be shared outside of the Jibal team, unless explicit agreement was given by the supervisors.