

# Marketing Consultant

## Terms of Reference

### About SPOT

SPOT for Humanitarian aid and sustainable development is a Lebanese civil society organization that aims to reduce social inequalities, end poverty, and promote positive social change. SPOT's work is grounded in a rights-based approach and driven by diversity and inclusion. SPOT works with communities and allies to foster resilience and promote better livelihoods with sustainable solutions. Through leading community development projects, SPOT aims at improving the living conditions and the economic status of disadvantaged individuals and families in a sustainable way.

### Consultancy Background

The intersectionality of multiple crisis in Lebanon is further pushing Lebanese families under the poverty line. More families are losing sources of income and are becoming increasingly unable to meet their basic needs. SPOT has been operational since 2019 in supporting disadvantaged individuals and families through multiple socio-economic initiatives and programs, aiming at enhancing their livelihood outcomes, reduce their economic vulnerability and building their resilience to shocks.

### Consultancy Objective

SPOT is seeking a marketing consultant to support the development of its marketing strategy, building on the 2022 – 2025 strategic plan. The aim is to strengthen its visibility, enhance its positioning among other actors in the sector, inform the fundraising strategy, and strengthen its outreach to its targeted population. Furthermore, SPOT is launching a community warehouse project in Lebanon, aiming to support the under-resourced individuals and families to build a better life and nurture stronger communities.

### Scope of Work

The Marketing Consultant is expected to work closely with SPOT team to:

1. Conduct market research to identify trends and opportunities
2. Develop the marketing strategy of SPOT according to objectives and budget, including identifying the most appropriate key messages
3. Develop the marketing plan of SPOT
4. Provide recommendations on branding, positioning, communication, and other marketing issues.

## Deliverables

1. Market research report
2. Marketing strategy document validated with SPOT team
3. Marketing plan document validated with SPOT team
4. Recommendations on branding, positioning, communication, and other marketing issues.

## Duration

The consultancy duration will be of one month, subject to change following discussions with SPOT team and required deliverables.

## Qualifications & Profile

- 5+ years' experience in marketing and communication
- Proven previous experience in the non-profit sector
- Demonstrated experience as marketing consultant or similar role
- University degree in relevant field
- Knowledge of data analysis and market research
- In-depth knowledge of marketing principles and best practices
- Able to effectively write proposals and reports
- Proficiency in English language

## How to Apply

Interested applicants should submit their CV, portfolio, and technical and financial proposal detailing proposed methodology and approach, description of deliverables and timeline to [hr@spot-rnd.org](mailto:hr@spot-rnd.org). Deadline to apply is 28 February 2022.