

Terms of reference
MACAN-IL-00101

Subject: Call for Trainer – Digital Marketing Trainer
Reference: MACAN-IL-00101
Posted Date: 21.12.2023
Deadline: 29.12.2023

ABOUT INJAZ LEBANON

INJAZ Lebanon is a non-profit organization, an affiliate of Junior Achievement (JA) Worldwide, with a mission to equip youth with the skills and mindset they need to become entrepreneurs and business leaders stimulating their communities. It is also a member of INJAZ Al-Arab, a regional network of 14 countries across the MENA region. INJAZ Lebanon delivers programs in partnership with the business sector focusing on entrepreneurship, work readiness, and financial literacy.

Overview

INJAZ Lebanon is seeking a qualified Digital Marketing Trainer to provide training for residents who own startups or individuals interested in leveraging digital marketing for their businesses. The training aims to equip participants with essential digital marketing skills to effectively promote their startups or integrate digital strategies into their work.

Workshop Overview

- **Duration & Location** (Date and time will be determined later)

Municipalities	#Classes	#Sessions	#Hours per Day	Total hours
<u>Mshmsh / Akkar</u>	Class 1 -AM	9	2	18
<u>Burj Al Yahoudiyeh</u>	Class 2 - PM	9	2	18
Total	2 classes	30 Session	-	36 Hours

- The training program is designed to equip 20 participants in each municipality. The workshop will consist of 9 sessions, each lasting 2 hours, totalling 18 hours of training for each participant.

Objectives:

- To empower residents with startups by enhancing their digital marketing knowledge and skills.
- To equip participants with practical strategies for promoting their startups through social media and other digital channels.
- To support participants in developing effective digital marketing plans tailored to their business needs.

Scope of Work:

The Digital Marketing Trainer is expected to cover the following topics in the training sessions:

- Session 1: Introduction to Digital Marketing and its Importance for Startups
- Session 2-3: Social Media Marketing Strategies for Startups
- Session 4-5: Content Creation and Storytelling for Digital Marketing
- Session 6-7: Email Marketing and Automation for Business Growth
- Session 8: Developing a Digital Marketing Plan for Your Startup
- Session 9: Hands-on Application - Participants will apply learned skills to create a digital marketing plan for their startups.

Role and Responsibility:

The Digital Marketing Trainer is responsible for:

- Developing a comprehensive and practical curriculum aligned with the needs of startup owners.
- Delivering engaging and interactive training sessions with a focus on real-world applications.
- Guiding leveraging social media platforms, content creation, and Email Marketing for effective digital marketing.
- Facilitating discussions and activities that encourage participants to apply learned concepts to their specific business scenarios.
- Offering individualized support and feedback during the hands-on application session.

Deliverables:

In addition to facilitating the training, the selected trainer will be responsible for consolidating the insights, and recommendations, generated during the workshop into one comprehensive report/document:

The report should include the following:

- Workshop Overview
- Participant Profiles
- Workshop Objectives
- Content Covered
- Attendance and Participation
- Challenges and Successes
- Recommendations

Qualifications:

- The applicant should have a certificate in education the digital Marketing or related fields.
- The applicant should have at least 2 years of relevant work experience in career services.
- Any recognized certifications in career services are a plus.
- The applicant should have good communication skills, empathy, and the ability to motivate individuals.

- Ability to multi-task and to work a flexible or alternative workweek schedule based on project needs.
- Availability to deliver the workshops until the end of Jan 2024.

Evaluation Criteria:

The service provider will be selected based on:

- Relevant Work experience in the field, and portfolio.
- Certificate
- The technical and financial proposal.

Payment Conditions:

1. Payment shall be made by wire transfer or through Payment Order/Telegraphic Transfer/over-the-counter payment after submission of an appropriate and acceptable original invoice with all the requested to INJAZ Lebanon.

2. INJAZ Lebanon operates through bank Audi and won't handle any transfer or withdrawal charges (To be charged to the trainer)

How to Apply:

To apply, please submit the following documents via email to firas@injaz-lebanon.org and Joseph.a@injaz-lebanon.org no later than **29.12.2023**. Please mention in the subject line **MACAN-IL-00101** - Digital Marketing.

Quotations that are received by INJAZ Lebanon after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

Submission Requirements:

(CV):

- Include a comprehensive CV that highlights your educational background, work experience, and relevant achievements.

Portfolio:

- Past projects
- Relevant Experience

Certifications:

- Attach copies of any recognized certifications in Digital Marketing or related fields.

Financial Proposal:

- The financial proposal should include your **hourly rate, inclusive of all costs.**

Technical Proposal:

- Suggest a proposed outline and content that aligns with the objectives of the Digital Marketing Training.

Thank you