Short term assignment – Terms of Reference

National Digital Marketing Expert for wood and carpentry sector in Menieh

Position description	
Object	National Digital Marketing expert for wood and carpentry sector
Activity reference	**Output 3.3 Economic growth potential and resilience of the local economy hosting target groups enhanced** Ref/activity #: ME3/3.3.5-3.3.6
Project background	MASAR for Local Governments is a program funded by the EU MADAD trust fund and implemented in Lebanon and Iraq. The program aims to strengthen the long-term resilience of targeted subnational governments and their host, refugee, and IDP populations to deal with displacement. MASAR has three objectives: – To improve the capacities of subnational governments to engage in holistic, area-based planning and consider different scenarios that respond to the needs of the host, refugee, and IDP populations. – To improve service delivery to generate greater social stability outcomes based on the needs of the host, refugee, and IDP populations. – To empower subnational governments and service providers to facilitate local economic development and better access to municipal investment that benefits the extension of safe public services and creates economic opportunities for the host, refugee, and IDP populations. In the area north of Tripoli, under the coordination of ACCD, MASAR supports two Unions of Municipalities: Menieh in the Governorate of North Lebanon and Oussat wa Sahel al Qaytaa in the Governorate of Akkar.
Geographical scope of the assignment	• Union of Menieh (North Lebanon)
Specific background materials	• MASAR information package. • Wood sectoral analysis in Menieh and Bebnine report

Aim and scope of this assignment	Under Specific Objective three MASAR project aims to contribute to Local Economic Development and increase employment opportunities and job creation for host and refugee communities.
	Assignment:
	During the last six-month period, ACCD led a sectorial analysis that targeted the wood and carpentry sector in the Menieh Union of Municipalities. This study aimed to evaluate the industry's economic condition, identify its feasible development scenarios, and activities to support the sector.
	Based on the report's findings, the experts recommended a capacity-building program for SMEs to equip them with the necessary tools and know-how to keep pace with business development, sustain the sector within the current crisis and achieve overall industry development.
	One of the capacity development components is related to digital marketing. The study shows that the wood SMEs in Menieh are insufficiently connected to the regional/national market, are not able to competitively place their products and find new markets due to the lack of digital marketing knowledge, plan, and practices. This circumstances are weakening their ability to compete, promote and sustain their businesses.
	The aim of this assignment is to capacitate selected carpentry SMEs in digital marketing practices that will allow them to be better integrated into the regional/national market in a competitive way.
	This consultancy will run in parallel with complementary training for the Menieh wood and carpentry SMEs on computer design tools. The experts are expected to collaborate and align the approach and share their findings.
Key Responsibilities	The expert/firm will be responsible for: • Review of the wood & carpentry sectoral analysis report. • Conduct a rapid training needs assessment and prepare a wood & carpentry digital marketing training tailored to Menieh area. • Develop training curricula for wood & carpentry SMEs. • Conduct the training sessions. • Conduct hands-on sessions linked to the work of the participants. • Coordinate with other MASAR consultants under the supervision of ACCD, particularly the experts conducting complementary training for Menieh carpentry SMEs; • Liaise with the key stakeholders (ministerial offices, municipal representatives, local community, cooperatives) under the guidance of ACCD; • Draft the required reports with actionable, realistic recommendations
Main activities	**Output 1: Set up the structure of the digital marketing training.** • Review the wood and carpentry report and recommend, if necessary, any other topics related digital marketing.

	- Define profile of trainees and identify participants based on the database of Menieh carpentry sector (report provided by ACCD) and additional consultations. Around 20-30 trainees will be targeted. - Conduct a rapid training needs assessment for wood & carpentry SMEs in Menieh on digital marketing. - Develop a digital marketing training plan that includes objectives, expected results, and training materials and validate with the ACCD. The expert will present a programme detailing number of sessions, topics and total hours of training. **Output 2: Design training program and materials** After validating the training plan with the ACCD, the expert will develop training materials (in both Arabic and English) tailored to the wood business sector's SME profiling. Orientative topics to be covered: - General concepts of digital marketing. - Digital marketing trends and the current scenario of the industry. - Digital marketing as a tool for successful companies. - Digital marketing to increase sales. - Competitive analysis. - Digital marketing plan. - Website planning and creation. - Social Media Marketing. - Design essentials. - Soft skills. - Practice the learning by a model presentation. **Output 3: Implementation of training sessions** - Conduct the training workshop sessions. - Link the theoretical and practical training by providing a hands-on session for the targeted SMEs based on their work to achieve the learning through actions. - Provide recommendations for SMEs in implementing their digital marketing plan. **Output 4: Final report with recommendations** - Draft final report of the consultancy with actionable recommendations (required skills, training, finances) for future activities (short-, mid-and long-term). - Lead a beneficiary/client debriefing session with the trainees presenting the main conclusions of the training sessions
Outputs / Deliverables	The expert will submit the following deliverables: - Report on training needs, including identification of target groups and minimum requirements of trainees - Training program and curricula (Arabic and English) - Activity reports of trainings and M&E means of verifications. - Digital plan recommendations for SMEs

	• Final report.
Reporting requirements	The expert/firm will be contracted by KL on behalf of ACCD and therefore will work under the supervision of ACCD's Front Officer and in close collaboration with the project team, particularly: - Front Officer: for reporting and overall follow up of the consultancy - Thematic Coordinator: for training contents - Municipal and outreach officer: for liaising with stakeholders and organising workshops and site visits. When conducting training, the expert will collect 'participants' attendance sheets and draft workshop reports using the templates provided by ACCD. The expert will submit a summary weekly progress report to be reviewed in regular weekly meetings with the ACCD team. All contracting requirements will be supervised and managed by KL
Minimum qualifications	The minimum qualifications and skills of the expert are: Education: - Higher education degree (Masters level) in Economics, Marketing, Finances, or related area Professional Experience: - At least five years of experience in digital marketing capacity building - At least three similar assignments in the last three years, preferably in Lebanon - Extensive knowledge of the wood sector. - Knowledge and experience in the area of intervention. - Proficiency in report writing. - Proficiency in English and Arabic Competencies: - Autonomy, creativity, pragmatism, and orientation towards results. - Reliability and professionalism: fulfilling obligations in a highly responsible manner. - Cultural sensitivity and cross-cultural skills (religion, ethnicity, gender). - Attention to detail, proper information management. - Tolerance and adaptability.

Terms and Conditions	
Period of the assignment	40 days for a maximum period of 2,5 months from the signature of the contract (estimated June-July 2022). Estimated days per output:

	- Output 1: 7 days - Output 2: 8 days - Output 3: 20 days - Output 4: 5 days
Selection	To be eligible for this assignment, the expert/firm submit an offer that will include a technical and a financial proposal. Technical proposal will contain: - Short method statement (maximum 3 pages) with initial training contents and structure - Sample training programme and materials conceived and conducted previously by the expert The financial proposal shall indicate the proposed daily fee up to a maximum of 350EUR per day.
Relevant contact details	Enric Ibarz (ACCD Front Officer, Tripoli): enric.ibarz@gencat.cat Nicole Szaroletta Ochando (Project manager, Barcelona): nicole.ochando@gencat.cat