

Terms of Reference (ToR) for the procurement of Corporate Communication and Digital Marketing Trainings for the YELA Program

CONTEXT

The Youth Employment in Lebanon through Social Enterprise (YELA) program

Alfanar, a pioneer of Venture Philanthropy in the Arab world, is implementing under a grant agreement with GIZ/EPL a sustainable approach that supports early and growth stage Social Enterprises (SEs) that will create a significant number of jobs and decent income opportunities for the target beneficiaries of the GIZ Employment Program, namely for youth from Beirut and Mount Lebanon. Strengthening the social enterprise sector and helping youth access more income and employment opportunities, including through freelance opportunities, will help alleviate the impact of the economic crisis on young people and slow down the mass exodus that the country has been witnessing.

The overarching impact objective of the YELA program is to provide increased access to decent income and employment opportunities for youth, women and Persons with Disabilities from Beirut and Mount Lebanon (or those who are working there) via strengthened Social Enterprises.

To achieve its development impact, the YELA Program is structured around 2 Streams with activities, outputs, and target KPIs directly linked to close knowledge, capital, and network gaps for SEs in order to help them reach their employment targets.

Stream 1 – Creating opportunities for individuals: Provide training, income and employment opportunities to 626 youth from Beirut and Mount Lebanon or working there (incl. at least 35% women and 24 Persons with Disabilities), by scaling the business of 6 SEs in the ICT, Construction, Electrical, Artisanal and Disability Inclusion Sectors, through access to capital and management support. The support provided to strengthen these 6 SEs will allow youth to be provided with employment and income opportunities in a sustainable and long-term fashion, long after the YELA Program ends.

Stream 2 – Supporting social enterprises: Support **26 Social Enterprises** (incl. at least 35% women-led), that operate in Beirut and Mount Lebanon, by providing capital and management support to 20 SEs through Alfanar's SEED Program, impact management to 26 SEs, to expand their reach to Lebanese youth as well as local & international markets, thereby strengthening their financial sustainability and their impact in terms of employment.

Among the 26 SEs mentioned above, 6 SEs have already been selected, over the entire YELA program timeframe, and twenty SEs will need to be selected through a competitive process, and then split into cohorts of five SEs to be supported one after the other over a six months' timeframe. All the SEs will be provided with funding and management support through Alfanar.

The YELA program was launched in August 2022 and last until September 2024.

The assignment covers the period from February 2024 till July 2024.

OBJECTIVES

The contractor is responsible for creating the YELA program content and handling strategically YELA's program marketing, by providing Corporate Communications and Digital Marketing services to the SEs under the YELA program. The contractor interventions will indirectly promote Alfanar's support to the SEs and will aim at:

- A- Increasing the capacity of the SEs to design and implement digital marketing strategies, corporate communication strategies and SEO implementation, in addition to data analysis and reporting, by training their staff.
The kickoff session has to be on-site, whereas the training sessions can be conducted online or on-site.

- B- Increasing the visibility of the SEs over 6 months to reach and attract more youth and raise their awareness about the income and employment opportunities they can provide them with. This includes program posts in social media channels of the implementing partners ensuring an outreach to youth in Beirut and Mount Lebanon. In addition, make SEs and products known, position them professionally in the market, reach more clients and increase their sales and the corresponding opportunities they can provide youth with. The contractor will also provide SEO, data analysis and reporting skills support.

TOPICS TO COVER

1. Digital marketing strategy
2. Corporate communication strategy
3. Launch and market your Youtube channel
4. Launch and market your podcast
5. Review and update your SEO strategy
6. Google analytics reporting
7. Branding identity
8. Pitching to investors, to the media, to the public

DELIVERABLES

1. Prepare and present a workplan and a timeline to the Alfanar team that starts on Feb 25th and ends on July 25th, 2024, including 20 group sessions (1 kickoff, 16 group trainings and 3 follow-up group sessions).
2. Establish contact and an efficient method of communication, cooperation, and feedback loop with Alfanar and communicate directly with selected SEs under the guidance of Alfanar to understand their needs.
3. Develop training content for the 8 topics above.
4. Conduct a survey to gauge the interest of the 26 SEs in 8 topics.

TIMEFRAME

Applicants should propose a suitable deliverable milestone with a final delivery of training by July 2024.

Applicants must describe the key processes for the services and create a schedule describing how they are to be provided, specifying the necessary work steps and milestones.

CONFIDENTIALITY

All documents that are shared with applicants and produced by them are confidential and should not be shared with any person outside of Alfanar without the consent of our Investment Director.

APPLICATION PROCESS

Interested applicants are requested to submit a technical proposal (including a workplan with milestones for the 5-month project) and a financial proposal, as well as their CV and portfolio showcasing their qualifications for the job in response to the ToR. Any other documents that would support showcasing their previous experience and relevant skills can also be added to the submission. Individual consultants as well as firms are both equally encouraged to apply for the consultancy.

Requirements on the format of the tender

The detailed structure of the concept (technical proposal) should be organized in accordance with and corresponding to the ToRs. The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g., links to websites) will also not be considered.

The CVs of the personnel proposed shall not exceed 4 pages each. The CVs should also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in the costing requirements. The contractor is not contractually entitled to use up the days, trips, workshops, or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

For companies: The contract shall provide along with financial proposal the legal papers of the company (e.g. registration documents, MoF document and number...). Bidders that are not registered will be disqualified.

For individuals: the contract shall provide along with financial proposal, the legal registration number (MoF number). If the contractor is not registered, they are subject to tax deductions.