

# TERMS OF REFERENCE



## MARKETING & BRANDING TRAINING AND COACHING

### SHETRADES GAMBIA PROJECT

## **Background**

The International Trade Centre (ITC) launched the SheTrades initiative to create an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment.

The plan is to work with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyze trade. Through country-based activities, SheTrades enables women entrepreneurs to improve the quality of their products and services. One of the greatest challenges that remains is creating quality products that will attract international markets.

### **SheTrades in The Gambia**

The SheTrades in The Gambia project is a three-year initiative, which aims to enable Gambian women to benefit from economic participation, particularly in the agriculture and textiles & clothing value chains. The project supports advocacy and policy design, strengthening of business support organizations, enhancing the productive capacities of women-owned businesses in the horticulture and textile and apparel sectors, and connecting these businesses to market. The SheTrades Gambia Chapter is hosted at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE).

The project is implemented by International Trade Centre (ITC) under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment and funded by ITC, the Enhanced Integrated Framework (EIF) and the OPEC Fund for International Development (OFID).

One of the key activities of the SheTrades Gambia Project work plan is to provide training on Marketing and Branding.

### **The Marketing and Branding Training**

In The Gambia, many small and medium sized enterprises are not maximising on sales opportunities as a result of limited knowledge of marketing and branding, which allows them to connect with potential customers and turn connections into sales. Successful marketing and branding helps SMEs to boost sales, construct a solid client-base, and to stand out from the competition.

#### **Description of the services required**

1. Develop standard training materials on marketing and branding for MSMEs. The training manual should include key principles of branding (brand messaging & values, logo, tag line, colours, consistency etc.) and key principles of marketing (channels, techniques, marketing plan & objectives, etc.), as well as the role of marketing and branding in attracting customers and building and managing customer relationships; and how to adapt branding and marketing depending on the business strategy (i.e. B2B vs. B2C). The training needs to be practical and applied to participants own businesses and should include digital strategies, such as social media for marketing purposes.

2. Prepare and deliver hands-on training on marketing and branding for up to 90 fashion and horticultural entrepreneurs.
3. Prepare and deliver follow-up one-on-one or small group coaching on high quality branding and marketing for up to 90 companies.
4. Support up to 90 companies in the development of product catalogues.
5. Facilitate peer-to-peer learning by sharing examples and best practices from among the trainees.

The actual number of participants might be smaller and the work may be split between several service providers.

## **Expected Outputs and Timelines**

1. Training delivered to up to 90 companies by end of September 2020.
2. Coaching delivered to up to 90 companies by end of December 2020.
3. Product catalogues developed for up to 90 companies by end of December 2020.
4. Mid-term report submitted by 15 October 2020 reflecting content of courses, participant lists, and improvements made by participants.
5. Final report submitted by 31 December 2020 reflecting content of courses and coaching, participant lists, and improvements made by each participant.

The actual number of participants might be smaller and the work may be split between several service providers.

## **Skills**

Proven expertise and practical skills in marketing and branding.

Good communication skills required. Ability to provide the training in Wolof, Mandinka, and/or English.

## **Education**

A professional qualification in marketing, business management or a related field. Significant experience may be accepted in lieu of a degree or other formal qualification.

## **Experience**

A minimum of 5 years of experience in marketing, branding, communications, and related fields. Prior experience delivering training and/or coaching on marketing and/or branding is an advantage.