

Media & Communications Training for Implementing Partners

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, focusing on developing the export capabilities of small and medium-sized businesses in developing and transition economies. ITC is 100% "Aid for Trade", supporting trade that delivers inclusive and sustainable development results. ITC works at three levels:

- Strengthening the integration of the business sector of developing countries and economies in transition into the global economy,
- Improving the performance of trade and investment support institutions for the benefit of small and medium-sized enterprises (SMEs), and enhancing the abilities of trade support institutions to better support them,
- Improving the international competitiveness of MSMEs.

In close collaboration with the Government of the Republic of The Gambia, ITC is implementing a number of private sector development initiatives including the Youth Empowerment Project (YEP), SheTrades Gambia, initiatives under the UN Peacebuilding fund aimed at economic development and social cohesion, and the Jobs, Skills and Finance (JSF) Programme implemented in collaboration with the United Nations Capital Development Fund (UNCDF). The initiatives are implemented through a vast network of national implementing partners.

The effective use of media and communication strategies is a critical success factor for the work of business support organization, training providers, membership-based organizations and other institutions. Effective communication affects client and customer engagement and satisfaction, drives advocacy efforts, improves brand recognition and perception and ultimately influences the quality of results and the sustainability of the institutions.

Several ITC partner institutions identified challenges and capacity gaps regarding communication. These range from targeting the right audience and strategic planning, identifying, and using the right communication platforms, to individual communication related skills and competences. In response, ITC is organizing a media and communications training workshop and advisory support for implementing partners in The Gambia.

Aims & Objectives

- Improve understanding of the importance and benefits of communication among senior managers in partner institutions
- Improve knowledge in developing and rolling out successful communication strategies and plans
- Strengthen skills and competencies of communication officers in partner institutions
- Build synergies between institutions regarding joint communication strategies

Methodology

The support will include an interactive workshop for up to 20 participants. The workshop should include an opening segment for senior managers on the importance and benefits of communication. This will be followed by technical training for communication officers and specialists from the selected partner institutions. This part will cover topics related to communication strategies and plans, use of communication platforms and channels, messaging techniques and project related communication requirements. The workshop will be followed up with practical assignments that will be supported through advisory support. The workshop and advisory support should be tailored to specific needs of the partner institutions through a consultative process prior to the training.

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Implementation period

November 2021 – March 2022

Required Qualifications

Interested training providers should have

- A minimum of 8 years' experience in communication, including at strategic and practical levels
- Proven track record in offering training and advisory support
- Excellent understanding of the social and cultural context of The Gambia

Submission of technical and financial proposal

Interested training providers should submit a proposal including

- Detailed description of the training workshop, proposed technical topics, structure and methodology
- A breakdown of the costs divided by category (e.g., training fees, training materials, advisory fee).

Interested training providers are requested to submit the proposal by 18 October 2021 via email to yep@intracen.org or in hard copy to the ITC office in Bakau.