

TERMS OF REFERENCE (TOR)

WomenWork Venture Limited Digital Marketing Training Partner(s)

Design and implement a digital marketing training curriculum for women-owned small businesses in Kenya

WomenWork Venture Limited is hereby inviting qualified consultants/firms to submit proposals to design the training framework, develop content that addresses skill gaps and implement a digital marketing training curriculum for 500 women-owned small businesses in Kenya.

The scope of work is divided into 3 parts:

- Learning Design
- Content Development
- Training Implementation

Consultant/firms are invited to submit proposals to undertake all 3 training components or choose individual components and demonstrate competency to execute and implement each component.

1. INTRODUCTION AND BACKGROUND

[WomenWork Network](#) is a Kenyan technology-driven company with the pan-African ambition that's focused on the advancement of African women entrepreneurs through digital peer-to-peer communities, knowledge enhancement and access to capital to improve their chances of success. WomenWork has over 4,000 members, has trained over 2,000 women through 50 business learning sessions (online and in person) and has attracted strategic partnerships including Facebook and Mastercard Foundation.

The COVID-19 pandemic poses a grave threat to small and growing businesses around the world, and an even larger threat to women led businesses. The potential financial impact of the current crisis makes it even more urgent to help women entrepreneurs build resilience. Early indications from global agencies and local gender ministries highlight that women led businesses will be affected more than male led businesses. As consumers look towards online purchases,

women-led businesses must transition their businesses online to remain competitive with the demands of the market.

Through our **Digital Transformation for Business Resilience Program** we aim to support 500 women-owned businesses to digitize their operations, make data-driven decisions, and acquire customers online through digital platforms, especially during the current pandemic that has changed the way businesses are managed.

WomenWork, herein referred to as the “Client,” seeks to recruit a Digital Marketing Training Partner(s), herein referred to as the “Partners” who will be responsible for designing and delivering the training curriculum.

2. OBJECTIVES AND SCOPE OF WORK

The Client seeks the services of a training Partner to design and deliver a **hyper-localised** digital marketing training curriculum for 500 women-owned businesses in Kenya.

The program beneficiaries are divided into three 3 tiers:

- **Tier 1 (300)** - micro and small businesses who are just transitioning their businesses from offline to online. Businesses in this category often only need social media pages for their day to day activities. They could be into products or services.
- **Tier 2 (100)** - small businesses that are basically into services but who already have an existing website for their business, or may need a website for increased growth. Their website will be used in helping them collect leads.
- **Tier 3 (100)** - small businesses that are into sales of products but who already have ecommerce websites for their businesses. Their ecommerce website will be used in helping them drive sales of their products.

Below is a breakdown of the scope of work:

2.1. Design the training framework (Learning Designer)

- Identify learning gaps and design a curriculum and training delivery mode that addresses identified skills deficits for women entrepreneurs in Tiers 1, 2 and 3, and who may not be digital savvy (have basic smartphones with WhatsApp and Facebook)
- Support the development of training application selection criteria, questions and tools
- Give input on the features needed to deliver a Learning Management System

2.2. Create digital marketing training content

- Develop an engaging course material including a lot of practical examples and downloadable digital guides

- Break down the content process into manageable tasks for each tier (Tier 1, 2 and 3)
- Produce comprehensive and detailed functional requirements for the project, specific to each Tier.
- Provide guidelines for how you format, sound and write content for the different tiers.
- Approach to integrating traditional and digital marketing strategies
- Provide recommendations and strategies on how to best incorporate rich media, dynamic content, enhanced mapping functionality, email capture and social media engagement
- Use the latest responsive design technology. Code the site as required upon completion of functional requirements, wireframes and creative design process.

2.3. Training 500 women

- Screen and select training participants for each tier
- Create a mentorship implementation plan to guide on how you will approach mentoring entrepreneurs who exceed expectations
- Train 500 women on digital marketing
- Provide regular training reports on the progress of key deliverables

3. KEY DELIVERABLES

3.1. Design the training framework (Learning Designer)

- Produce a document/roadmap showing what the participants journey/experience of the training program will be including the modes of training delivery, tracking training progress and reporting on impact made
- Create participant persona for each tier of the program
- Create the participant journey beginning from the application stage to Add credit disbursement and certification stages
- Map the communication points needed for the participants to be regularly contacted
- Clearly document pertinent learning outcomes and how they will be measured, tracked and reported
- Outline the most suitable modes of learning

3.2. Create digital marketing training content

- Produce comps and wireframes detailing the design look, feel and functionality for a responsive design website in a variety of environments including desktop, tablet and mobile.
- Provide clarification on code source and whether it is custom code or pre-built.
- An editorial calendar.

- Upon project completion, provide a detailed style guide of templates and layout options for future implementation design consistency.

3.3. Training 500 women

- Screen and select training participants
- Train trainers to track advertising credit spent across all tiers
- Plan and implement the training curriculum as per the agreed training schedule including instructional activities to facilitate active and meaningful learning experience
- Prepare and maintain trainer professional records not limited to timesheets, lessons plans, notes and record of content covered and other records including feedback forms collected from participants
- Track and report on the performance of training participants
- Adapt and deliver the course material on time and with quality
- Guide, mentor and support learners where required
- Liaise with the tech lead in troubleshooting issues pertaining to the Learning Management System

4. DELIVERABLE DATES (Estimate)

4.1. The client estimates the following timelines:

- Learning Design - due end April 2021
- Content Development due in June 2021
- Training Implementation start May/June finish December/January

5. CONSULTANCY DURATION

5.1. The duration of the assignment will be guided by the consultant/firm. The client estimates the following timelines:

- Learning Design - 1 month
- Content Development - 2 months - 2.5 months
- Training Implementation 4.5 months - 6 months (3 tiers)

6. REPORTING LINES

6.1. Working closely with the relevant program managers, the Consultant/Firm will report to the Clients Senior Program Manager and the Co-Founders

7. BACKGROUND MATERIALS/DOCUMENTS

- 7.1. Upon signing an agreement, the consultant will get access to all program relevant information material as needed.

8. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

8.1. Learning Designer

- Degree in instructional design, research, educational Psychology, or similar in the relevant field.
- Demonstrable experience as a learning designer, or Curriculum Developer.
- Ability to use design tools (Moodle etc)
- Instructional design portfolio.
- Demonstrable experience as a learning designer, or Curriculum Developer.
- A background in teaching or school administration.
- Ability to use design tools (Moodle, Dreamweaver, Photoshop, Illustrator etc)
- Ability to write effective copy, instructional text, audio scripts/video scripts.
- Ability to create engaging learning activities and compelling course content.
- Analyze test scores and student literacy data to assess the efficacy of current curricula
- Create lesson plans and teaching materials, including tests, based on curricula
- An understanding of learning disorders.
- The flexibility to deal with sudden changes in curriculum requirements.
- Creativity and ability to generate ideas

8.2. Content Creator

- BSc in Marketing, English, Journalism or relevant field.
- Background in Web/App development.
- Proven work experience as a Content Creator or similar role
- Portfolio of published articles.
- Ability to create various content types (videos, articles, infographics) with relevant tone and style, adhering to the respective style guides.
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Experience uploading content to various content management systems such as WordPress, Joomla, Drupal, Shopify, Wix, XSitePro etc.
- Excellent writing and editing skills in English
- Creativity and ability to generate ideas.
- Edit and proofread written pieces before publication.
- Research on digital industry-related topics.
- Target content to specific audiences and focus on trending topics.

- Analyse web traffic to measure the success of the content (e.g. conversion and bounce rates)

8.3. Trainer (Training Implementer)

- Degree or professional diploma in a relevant subject, e.g. computing, learning technologies etc.
- Background in Web/App development. Experience of HTML and word press and can help an apprentice understand how to apply their design skills in a digital context is welcome.
- Understanding of equality & diversity issues & how these impact on learning
- Ability to identify & help learners overcome barriers to progress and achievement.
- Attainment of a teaching/training qualification or equivalent relevant experience in teaching
- Demonstrable significant experience of designing, delivering and managing the development of group and individual digital literacy skills for modern IT systems. This includes delivering training programs in formal (e.g. a classroom), informal (e.g. floor-walking) or online (e.g. e-learning and webinar) settings;
- Advanced knowledge in the use of Bring your own device (BYOD) technologies.
- Coordinate and deliver learning outcomes in relation to digital skills courses as directed by the Learning designer.
- Carry out training needs analyses to inform institutional digital skills development plans.
- Evaluate subsequent user's learning and gauge level of comprehension.
- Assist users in the execution of work through demonstration, advice and assistance. This includes supporting and coaching learners using learning technologies to deliver skills.
- Design course materials and other materials such as handouts, manuals and exercises in support of the learning process.
- Notify a more senior member of staff of any errors or concerns at the earliest opportunity.
- Participate in the annual Performance Development Review process.
- Work within a framework of effective governance, ensuring compliance with relevant regulations, legislation/policies and procedures.
- Excellent communication – verbal, written, presentations.
- Ability to communicate clearly and effectively at all levels and disciplines within the organisation, including sharing knowledge and developing productive working relationships with stakeholders.
- Positive approach to customer service. · Analytical and results orientated.

- Pro-active and passionate about digital literacy and technology

If interested as a firm please send a pitch deck including estimated costs for activities. If interested as a consultant please send a cover letter, CV, portfolio of training designed and implemented including consultancy fees to recruitment@womenworknetwork.com by **Friday, 9th April 2021**, quoting in the subject ***“Digital Marketing Training Partner: WomenWork Network.”*** - *The subject should be clearly marked in the subject line of the email, for application consideration.*

Please note: The selected candidate should be available to start as soon as possible.

We thank all applicants for their interest in working with us. Due to the volume of applications, only shortlisted candidates will be contacted.

For more information on the WomenWork Network, please visit <https://womenwork.co.ke/>