

TERMS OF REFERENCE (TOR)

WomenWork Venture Limited

Digital Marketing & Advertising Trainers

Train and support women entrepreneurs in Kenya to set up their business profiles online, giving them hands-on guidance on how to use digital marketing tools and techniques to acquire new customers, improve their brand awareness and generate sales revenue via social media, websites or e-commerce sites

WomenWork Venture Limited is hereby inviting qualified consultants/firms to submit proposals to implement a digital marketing training and support for 500 women-owned small businesses in Kenya.

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 Future 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 delivering the training and supporting the 500 women participants.

2. OBJECTIVES AND SCOPE OF WORK

The Client seeks the services of a training Partner to deliver a **hyper-localised** digital marketing training and support 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. 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. Training 500 women

- Screen and select training participants;
- Train trainees to track advertising credit spent across all tiers;
- Track and report on the performance of training participants;
- Set up and Review social media pages, e-commerce and non-e commerce websites of participants.
- Assign scores to top performers based on the training outcomes.
- Adapt and deliver the course material on time and with quality;
- Guide, mentor and support learners where required;
- Planning and facilitation of Digital Skills Network groups;
- Conduct organisational training needs analysis

3.2. Delivery and assessment

- Engage and support participants on Facebook and WhatsApp.
- Planning bespoke digital skills training sessions 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 and/or surveys collected from participants;

- Delivery of bespoke and pre-planned training workshops via webinars or other cloud-based video conferencing platforms;
- Working with the Lead digital content creators and trainers to develop training and assessment materials;
- Conducting learner initial assessments;
- Assessing learners on digital skills qualifications;
- 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:

- Training Implementation start May/June finish December/March

5. CONSULTANCY DURATION

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

- Training Implementation 4.5 months - 6 months (3 tiers)

6. REPORTING LINES

6.1. Working closely with the relevant Lead Trainers, the Consultant/Firm will report to the Clients Program coordinator.

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. Trainer (Training Implementer)

- Bachelor's degree in advertising, marketing, e-commerce, business, or a related field of study Degree in a relevant subject, e.g. computing, learning technologies etc.
- Advanced knowledge in online marketing tools (Google AdWords, Bing Ads, Google Analytics, Sitecore), Microsoft programs (Word, Excel) and Social media platforms (Twitter, Facebook, Instagram)
- A strong understanding of search engine optimization (SEO) and search engine marketing (SEM) in order to create attention-getting online campaigns
- Demonstrable significant experience of delivering and managing the development of group and individual digital marketing literacy skills is required.
- Advanced knowledge in the use of Bring your own device (BYOD) technologies.
- Understanding of equality & diversity issues & how these impact on learning
- Ability to identify & help learners overcome barriers to progress and achievement.

- 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 and platforms to deliver skills.
- Design course materials and other materials such as handouts, manuals and exercises in support of the learning process.
- Participate in the Performance Development Review process.
- Pro-active and passionate about digital literacy and technology.
- Excellent communication – verbal, written, presentations.
- Positive approach to customer service. · Analytical and results orientated.

Interested consultants/firms are invited to submit the following to admin@womenworknetwork.com with the Subject line - "**Digital Marketing Trainer: WomenWork Network:**"

:

1. Resume/CV/proposal
2. Examples and/or recordings of relevant trainings you've led/facilitated
3. **Expected fee for a two hour training session or engagement (in Kenyan shillings)**

DEADLINE: Monday, 10th May 2021

Please note: The selected candidate must 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/>