Terms of Reference:
Positioning Sustainable Products on International Markets

Project Title: T4SD Hub Ghana

Background:
International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization supporting the internationalization of SMEs. Its joint mandate combines a focus on expanding trade opportunities with the aim of fostering sustainable development.

The Trade for Sustainable Development (T4SD) Programme is seeking a marketing consultant to assist T4SD Hub Ghana SMEs in accessing foreign market

The ITC aims with the T4SD Hubs concept to provide integrated solutions to SMEs in the implementation of green business practices. Hosted by local institutions (such as a trade and investment support institutions (TISIs)), the Hubs act as one-stop shops for SMEs to build green business strategies to access green finance and international markets for sustainable products. The hub will offer technical assistance and coaching services to its beneficiaries in relation to, the ITC Sustainability Map and voluntary sustainability standards, climate resilience approaches (climate change adaptation and mitigation), positioning sustainable products in the international market, accessing green finance and markets for sustainable products and opportunities for local SME staff to participate in a T4SD international master class with participating universities and business schools. The hubs are implemented in Ghana, Kenya, Lao PDR, Nepal, Peru and Viet Nam. Each hub work plan will last approximately 24 months after which the local host will be expected to carry on with most of the above-referenced activities to ensure long-term sustainability.

Description of Duties/Responsibilities

The Consultant will work under the direct guidance of the T4SD Hub Manager and Lead and will undertake the following duties:

- Participating in four trainings of trainers on the following e-commerce topics:
  - Exporting procedures (regulations, tariffs, incoterms, packaging)
  - Product branding and positioning
  - Setting up or improving website and sales through website
  - Generating traffic and sales
- Coaching of 3-5 SMEs in agri-processing sectors on the above e-commerce topics

Expected Outputs and Timelines

Before 31 March 2021:
- Four trainings of trainers attended
- 3-5 SMEs coached on e-commerce topics

Travel

Yes

Skills

- Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and the development of online surveys
- Attention to detail
- Ability to work independently and to solve problems
- Flexibility and ability to work under pressure and tight deadlines
- Excellent communications skills, both oral and written
- Excellent communication, diplomatic, presentation skills and ability to maintain effective partnerships and working relations in a multi-cultural environment with sensitivity and respect for diversity
**Education**

- Undergraduate degree (BA/BSC or other)
- Advanced degree (MA/MSc or other)
- Post-graduate degree (PhD or other)
- Secondary school
- Other

**Field of studies:**

Marketing, communications, web-development and advertising or similar field.

**Experience required (number of years in which area)**

- At least 5 years of experience working in marketing and branding.
- Experienced in e-commerce, digital marketing and launching social media campaign

**Language**

Fluency in English, knowledge of local languages is an asset.

**Interested candidates should send their CVs and motivation letters to:**

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