

Terms of Reference for Marketing, Branding and E-Commerce Coach in Kenya

Project Title:	T4SD Hub Kenya – Positioning sustainable products in the international market through e-commerce
Travel:	Applicable
Type of Consultant:	National Consultant
Title of Assignment:	Marketing, Branding and E-Commerce Coach in Kenya
Duty Station:	Home based
Tentative Start Date:	ASAP

Background:

The 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 has established a Hub in Kenya to help SMEs implement more sustainable business practices and access foreign markets. Together with the ITC e-commerce programme ecomConnect, the Hub will work with local coaches to help the SMEs position their products and services in international markets. ITC wishes to hire a marketing, branding and e-commerce coach in Kenya to work alongside ITC staff to support small Kenyan businesses to sell products and services online to European and US costumers.

Description of Duties/Responsibilities

The Consultant will work under the direct guidance of the ITC Associate E-Commerce Expert and in close coordination with the T4SD Hub Country Manager and local T4SD Hub Lead and will undertake the following duties:

- 1. Conduct an e-commerce readiness assessment with companies using ITC's diagnostics tool**
 - a. Follow up with businesses to complete the e-commerce readiness survey
 - b. Analyse results of e-commerce readiness survey
 - c. Conduct follow up interviews with businesses if additional information required.
- 2. Participate in training of coaches module 1 (Marketing and Branding) and module 2 (Export management and logistics)**
 - a. Study online training materials provided by ITC
 - b. Take part in online training workshop with ITC experts
 - c. Complete the online assessment session
- 3. Complete coaching of companies on module 1 (Marketing and Branding) and module 2 (Export Management and Logistics)**
 - a. Provide one-on-one coaching and mentoring to businesses
 - b. Provide ad-hoc advice to the businesses and liaise with ITC staff to solve potential issues
 - c. Report on the progress of the companies
- 4. Participate in training of coaches on module 3 (E-Store Development) and module 4 (Digital Marketing)**
 - a. Study online training materials provided by ITC

- b. Take part in online training workshop with ITC experts
- c. Complete the online assessment session

5. Complete coaching of companies on module 3 (E-Store Development) and module 4 (Digital Marketing)

- a. Provide one-on-one coaching and mentoring to businesses
- b. Provide ad-hoc advice to the businesses and liaise with ITC staff to solve potential issues
- c. Report on the progress of the companies

A close coordination between ITC and the consultant throughout the whole project duration is indispensable. The consultant is expected to provide feedback during each stage of the project, and jointly identify prompt solutions for any challenge or problems that might occur or identify areas where improves support can be offered.

Skills

- Good (digital) marketing skills
- Good knowledge of e-commerce platforms
- Good understanding of e-commerce analytics
- Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and the development and analysis 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 work in a multi-cultural environment with sensitivity and respect for diversity.

Required profile:

The consultant should fulfill the following criteria:

- Track record of working in Kenya
- Previous experience in marketing, branding and or e-commerce
- Experience working with small businesses is an asset

Education

Choose one

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

Education

IT, Digital marketing, Marketing, E-Commerce, Business or related field

Experience required

At least 5 years of experience working in (digital) marketing or e-commerce related topics preferably in Kenya

Language

Fluency in English required

Interested candidates should submit their CV and a cover letter to ecomconnect@intracen.org by 17 March 2021.