**YOUTH EMPOWERMent PROJECT (YEP)**

terms of Reference

Internet marketing mentor

Selected Candidate: *\*\**

Hiring Manager: *Martin Labbé*

Assignment title: *National Consultant*

Contract duration:  *24.09.2018 to 01.02.2019*

Duty station: *Banjul (The Gambia)*

Travel: *No*

**Project Background**

The Youth Empowerment Project (YEP), a four-year project launched in February 2017 with a budget of EUR 11 million aims to support the economic development of The Gambia and improve the livelihoods of its people. Specifically, the YEP will enhance the employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises and creating and improving employment opportunities in selected sectors through value addition and internationalization.

The project is implemented by the International Trade Centre (ITC) as the lead implementing agency and under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the Ministry of Youth and Sports. The project is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa.

The project includes a sub-component on “Microwork”. ITC is seeking a National Consultant with expertise in digital marketing and in freelancing to provide mentoring to selected beneficiaries in freelancing skills in this context.

The Internet Market mentor will prepare and deliver online courses on Internet marketing through the Coderstrust platform to 200 students. He/she will also assess the students online assignments and tasks. If needed, the Internet Marketing mentor will organise meetups with a small group of the best students to provide them with one-to-one feedback and mentorship.

**The role of the Internet marketing mentor**

The National Consultant will work under the overall supervision of the Project Manager and the direct supervision of the sub-component leader. The National Consultant will be tasked with the following:

1. Plan and conduct 22 live online classes as per the Coderstrust curriculum (in Annex 1), through the Coderstrust platform (**200 enrolled students at the beginning of the training. The first session starts early November**)
2. Develop skills of students through personal involvement & problem solving through the platform
3. Customize the curriculum for the Coderstrust programme in the Gambia
4. Coordinate with the HQ team in Geneva and the Coderstrust team in delivering the online classes through the platform
5. Assess students’ online assignments and tasks. He/she can either pass the student to a new block or point to areas for improvement.
6. Select gradually the best students of a 200 students’ pool (**Goal of 50 graduated students**)
7. Provide students with targeted feedback
8. Maintain Student Feedback score of at least 4.5 out of 5
9. Selecting the best 50 participants
10. Schedule and complete of tests as per the given curriculum
11. Manage and minimize online test absenteeism for the online test(s) held as per the curriculum
12. Ensure fair conduct of appraisals and strive for 100% student pass-out
13. Adhere to Process and Compliance
14. Undergo and obtain technical Coderstrust certifications
15. Co-ordinate online student initiatives, handle student grievances and ensure closure.
16. Ensure fair conduct of appraisals and student performance
17. If needed, organise meetups and provide the best students with one-to-one feedback and mentorship.

**OUTPUTS AND TIMELINES**

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| --- | --- | --- |
|  | **Deliverable** | **Due date**  |
| 1  | **Online classes programme, including the tests schedule in a defined timeframe delivered** | 08.10.2018 |
| 2 | **Customized curriculum adapted to the Gambian context**  | 20.10.2018 |
| 3 | ***22* online classes delivered**  | 01.11.2018 to 15.01.2019 |
| 4 | **Students assignments assessed with feedback** | Continuous |
| 5 | **Best 50 students selected with feedback**  | 15.01.2019 |
|  |

**EXPERIENCE**

* Strong experience in digital marketing and, ideally but not necessarily, online freelancing.
* Ability to conduct training programmes, live webinars, workshops or delivering talks on Digital concepts.
* Skills on Growth Hacking, Digital Marketing Strategy, Website Designing, Search Engine Optimization, Content
* Marketing, affiliate marketing, Social Media Marketing, Search Advertising, Mobile Marketing, Display
* marketing, and Analytics.
* Very good Communication and Presentation skills.
* A personal blog related to digital marketing is a plus.
* Experience with an LMS/ online learning platform is a plus

**LANGUAGE**

Fluent in English.

**OTHER**

A thorough knowledge of the Gambian landscape of youth organisations and institutions is desirable.

**Annex 1: The Coderstrust curriculum:**

* **On-boarding 0/1**
	+ Lecture1.1: On-boarding
* **Introduction to Digital Marketing 0/1**
	+ Lecture2.1: Introduction to Digital Marketing
* **SMM (Social Media marketing) . Facebook marketing Fundamentals 0/1**
	+ Lecture3.1: SMM (Social Media marketing) . Facebook marketing Fundamentals
* **Facebook Ad campaign 0/1**
	+ Lecture4.1: Facebook Ad campaign
* **Search Engine marketing (SEM) Google ad-word basics 0/1**
	+ Lecture5.1: Search Engine marketing (SEM) Google ad-word basics
* **FIVERR 0/1**
	+ Lecture6.1: FIVERR
* **Google adword Intermdiate 0/1**
	+ Lecture7.1: Google adword Intermdiate
* **Remarketing Strategies 0/1**
	+ Lecture8.1: Remarketing Strategies
* **Linkdien ,Twitter, pinterest &Snap chat for Business 0/1**
	+ Lecture9.1: Linkdien ,Twitter, pinterest &Snap chat for Business
* **YouTube Marketing Fundamentals 0/1**
	+ Lecture10.1: YouTube Marketing Fundamentals
* **Email Marketing 0/1**
	+ Lecture11.1: Email Marketing
* **Google Analytics 0/1**
	+ Lecture12.1: Google Analytics
* **Affiliate Marketing 0/1**
	+ Lecture13.1: Affiliate Marketing
* **Mobile Advertising 0/1**
	+ Lecture14.1: Mobile Advertising
* **Search Engine Optimization 0/1**
	+ Lecture15.1: Search Engine Optimization
* **How to create a blog website 0/1**
	+ Lecture16.1: How to create a blog website
* **How to use word press plugins or essential word press plugin 0/1**
	+ Lecture17.1: How to use word press plugins or essential word press plugin
* **" Google/Bing Analytics & Webmaster" 0/1**
	+ Lecture18.1 : ” Google/Bing Analytics & Webmaster”
* **Upwork 0/1**
	+ Lecture19.1: (UPWORK) MARKETPLACE & PROFILE
* **PEOPLEPERHOUR 0/1**
	+ Lecture20.1: Profile Copy
* **COVER LETTERS & PROJECT MANAGEMENT 0/1**
	+ Lecture21.1 : COVER LETTERS & PROJECT MANAGEMENT
* **INTERVIEWS 0/1**
	+ Lecture22.1 : INTERVIEWS