



Terms of Reference

Marketing Mentor

About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

Background

As a partner in the MEDSt@rts project, Leaders International is implementing the project activities in Palestine. MEDSt@rts - Med microfinance support system for start-ups - project is financed by the European Union's ENI CBC Med Programme and implemented in Italy, Greece, Tunisia, Palestine, and Lebanon.

MEDSt@rts addresses young and highly motivated people with innovative ideas - usually high-risk companies - and supports them in developing their business. Leaders International intends to recruit a qualified Marketing Mentor that will carry out activities related to the project.

Purpose:

Mentor(s) will provide professional counseling and advice to the MedSt@rts Participants, focusing on skills training, business guidance, professional contacts, and problem-solving.



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Scope of the work:

As part of MedSt@rts objectives for sustainable development and durability, mentor(s) are responsible for the provision of support and assistance services to the 15 MedSt@rts entrepreneurs and startups through online mentorship sessions. The mentor is responsible for transferring viable and necessary knowledge and skills needed for each individual project to succeed.

The Marketing Mentor is responsible for drafting marketing plans for each participant based on the nature of their work and vision. Mentees are expected to receive structure, guidance, and support services, allowing them developed marketing and management skills that would help them tackle a variety of marketing challenges.

Deliverables:

- Delivery of a total of 150 hours of one-to-one mentorship sessions to 15 startups, implying that each startup/team, receives a total of 10 hours of marketing-related mentorship during the timespan decided by Leaders International.
- Assistance of the MedSt@rts entrepreneurs in drafting and developing complete and comprehensive marketing plans.
- Development of the mentees' market research
- Provision of customized marketing coaching services, depending on the needs of the startup or participant, allowing them the knowledge and skills they most need on a multitude of topics, including, but not limited to, the following:
 - Development of practical and strategic traditional and digital marketing skills
 - Definition of market research tools and methodologies, customer analysis, and competitor analysis
 - Development of marketing strategies, communication policies, and company image,
 - Formulation of marketing budgets and actions plans
 - Teaching mentees how to utilize advertising to deliver marketing messages and objectives

Outputs:



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- 150 hours of mentorship sessions
- 15 marketing plans
- 15 market research
- Training materials
- Training Outline
- Video recordings of each training session
- Meeting minutes of each training session
- Screenshots

Expected implementation timeframe:

- Implementation will be based on specific needs of the targeted beneficiaries, and will be between April, 2021 – June, 2021.

Qualification, Knowledge, and Experience

- At least a Bachelor's Degree in Marketing, Public Administration, Business, or any other relevant field.
- Personal flexibility and high motivation.
- Experience in similar projects and working in teams.
- Excellent interpersonal and communication skills in both Arabic and English.
- Excellent planning and administration skills.

To apply for this opportunity, please send your CV along with the Financial offer to vacancies@leadersinternational.org no later than 25/03/2021.



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FINANCIAL OFFER FORM

FOR

“MED Microfinance support system for start-ups – MEDSt@rts Project”

Please fill in the table below and submit it along with your CV to: vacancies@leadersinternational.org

Name of subject: **Marketing Mentor/ MEDSt@rts**

First Name, Last Name	
Address	
Mobile	
E-mail address	
Nationality (for tax purposes)	
Expected daily rate in EUR	



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