

## Terms of Reference

<b>Project</b>	DIP Project
<b>ToR Number (Please refer to it when applying your offer)</b>	DIP/08/2023
<b>Period of Performance</b>	To be performed throughout the project period
<b>Location</b>	Remote
<b>Date of announcement</b>	February 26, 2023
<b>Title</b>	Marketing Mentor

### 1. Background

Leaders International (LI) plans and delivers innovation and economic development interventions with a particular focus on private-sector development, entrepreneurship, job creation, digital transformation, and access to markets. The organization manages a multi-million active portfolio of grants and service contracts to ensure the economy's access to the necessary means and resources for development and economic prosperity. Through its projects, LI leverages its expertise in research, strategy, and management to provide its beneficiaries with sustainable technical and financial assistance, and build their capacity and resilience to adapt to different economic challenges.

### 2. Project Background

In light of increased social tension and the spread of harmful media content in the MENA region, Digital Innovations for Peace (DIP) aims to nurture the resilience of societies in Libya, Algeria, Tunisia, Palestine, Jordan, and Lebanon in the digital sphere. To achieve this, LI will bring together creative entrepreneurs, digital technology activists, and media professionals to support the development of innovative media and information literacy solutions, with a special focus on tackling disinformation. Furthermore, the project will create a cross-regional network for professional exchange and capacity building to promote innovative, high-quality reporting on conflict-related topics. Ultimately, the project will find innovative, localized ways to make use of the ongoing digital transformation to develop and ensure the viability of quality media in the region.

### 3. Objective

The mentor shall acquire comprehensive experience in marketing and access to markets, and will partake in the mentoring component in 4-day digital media hackathon(s), supporting entrepreneurs, ICT experts, and media professionals in developing their ideas and solutions that tackle hate speech, information disorder, and media and information illiteracy. The mentor will provide one-to-one mentoring sessions on marketing and access to markets on day 3 of the hackathon in order to answer any questions they may have and help them develop relevant, scalable, and innovative solutions.

#### **4. Scope of Work**

- Participation in all relevant activities in the 4-day hackathon as agreed with the project team.
- Provision of one-to-one mentorship sessions to the participants on day 3 of the hackathon utilizing pre-identified communication tools. The mentor is expected to support the marketing aspect in the development of solutions and ideas based on their expertise and background in marketing and access to markets.
  - Learning how to plan effective marketing plans or strategies
  - Develop specific marketing and digital marketing skills
  - Assist entrepreneurs in their access to markets strategies
  - Support entrepreneurs in employing different marketing tools to achieve their goals

#### **5. Expected Deliverables**

The mentor is expected to submit the below deliverables, along with any additional documents as requested by the Project Coordinator in later stages based on the nature of their work.

- Mentoring and training: templates, final report, etc...
- Supporting documents associated with communication tools: screenshots, recordings, etc....
- Any other deliverable requested by the Project Coordinator.

#### **6. Non-functional Requirements**

- All content (images, video/s, etc.) used in the training material must be **copyrighted**.
- Visibility and communication of the **EU funding** of the project should be made clear in all documents.

#### **7. Qualifications Required**

The applicant shall have extensive experience in digital media and marketing, and shall have the following qualifications:

- At least a Bachelor's degree in marketing, business, digital media, or any relevant field, or a minimum of 3 years of proven experience in the field.
- Previous work experience with EU-funded programs.

#### **8. Documents to be submitted**

The application must contain the following documents:

1. Financial Offer (attached to this ToR);
2. Company profile or CV (individual consultants).

#### **9. Taxes and other Terms:**

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply.
- Expected working days: up to 6 days only.

Please submit all required documents to [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org) no later than March 5, 2023 **in EUR Currency**.

**FINANCIAL OFFER FORM FOR**

**DIP Project**

Please fill in the table below and submit it along with your CV or company profile

To: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org)

Name of subject: **DIP/08/2023- Marketing mentor**

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