



Term of Reference

Towards more and better employment through enhanced support to private sectors in southern Iraq – with a focus on green business (PSD_GREEN)

TOR Title	A national consultant to Conduct Digital Marketing Workshops in Al Muthanna for startups.			
Country	Iraq		Project Code	IRQ/22/03/ITA (109048)
Duration	From	10/11/2023	to	10/01/2024

PROJECT BACKGROUND

1. General background

Iraq faces significant challenges in unlocking its entrepreneurial potential due to heavy reliance on the oil sector and extensive government involvement in state-owned enterprises, hindering private-sector growth and diversification. This results in a small private sector struggling to compete against cheap imports and limited investments, compounded by a challenging business environment with complex registration processes, inadequate tax systems, and weak contract enforcement. Access to credit, especially for SMEs, is problematic, contributing to a prevalence of informal businesses. High unemployment rates, particularly among women and youth, worsen the situation. Iraq requires comprehensive structural reforms to address these issues, and the International Labour Organization (ILO) can play a vital role in supporting evidence-based policies, strengthening business and finance capacities, promoting formalization, and providing essential support to startups, ultimately aiming to boost job quantity and quality while diversifying the Iraqi economy.

In response to these challenges, the International Labour Organization (ILO), with support from the Italian Agency for Development Cooperation (AICS), is implementing a project in Southern Iraq. The project focuses on enhancing private sector development and creating decent jobs, emphasising sustainable green businesses and support for startups. The project operates on three levels: at the macro level, it supports evidence-based policy options for micro, small, and medium-sized enterprises (MSMEs) through business environment assessments. At the meso level, it builds the capacities of financial institutions to better serve their clients' needs and provides training to intermediary organizations. At the micro level, it offers training to youth, small business owners, and startups, focusing on business management and financial literacy, while facilitating their access to financial services. The project collaborates with various ministries, employers' and workers' organizations, and financial institutions, ultimately benefiting vulnerable workers in Iraq. This initiative aligns with the Iraq Decent Work Country Programme and the government's Riyadh initiative for development and employment, with a focus on the green economy, improving MSME capacities, enhancing financial inclusion, and providing essential support to startups. It includes enterprise assessments, identification of constraints in green business development, and training and support for trainers, financial institutions, and businesses.

Assignment background:

The International Labour Organization (ILO), in collaboration with the Directorate of Youth (DOY), is seeking to engage a qualified consultant to conduct three digital marketing workshops for startups in Al Muthanna governorate.

The need for these workshops was identified during a focus group discussion (FGD) with startups in Al Muthanna. The FGD was attended by the project team, the ILO country coordinator, and representatives from startups in the governorate. During the FGD, startups expressed a need for training on digital marketing, as they are increasingly using social media to market their businesses.



In response to this need, the ILO has decided to conduct three digital marketing workshops for startups in Al Muthanna. The workshops will be conducted in collaboration with the DOY, who will also be involved in the delivery of the training.

The workshops will cover a range of topics, including:

- Digital marketing fundamentals
- Search engine optimization (SEO)
- Social media marketing
- Content marketing
- Email marketing
- Web analytics
- On-line payments

OBJECTIVES

The objectives of the workshops are to:

- Build the capacity of DOY staff in this area.
- Raise awareness of digital marketing among startups in Al Muthanna.
- Equip startups with the knowledge and skills required to market their businesses effectively online.
- Improve the competitiveness of startups in Al Muthanna.

SCOPE OF WORK

The consultant will be responsible for the following:

- Developing and conducting three digital marketing workshops for startups in Al Muthanna.
- Creating workshop materials, including handouts, presentations, and exercises.
- Facilitating interactive workshops in an engaging and participatory manner.
- Offering feedback to participants on their progress and assignments.
- Submitting a workshop report in both Arabic and English, along with pre-workshop and post-workshop evaluations.

DELIVERABLES

The consultant will deliver the following:

1. Three digital marketing workshops for startups in Al Muthanna
2. Workshop materials, including handouts, presentations, and exercises.
3. Workshops report

SELECTION CRITERIA: Qualifications and Expertise:



The consultant must have the following qualifications and experience:

- A degree in marketing, business, or a related field
- At least 5 years of experience in digital marketing
- Experience in delivering training on digital marketing topics.
- Strong communication and facilitation skills

SUPERVISION

The consultant will conduct the assignment under the overall supervision of the PSD-GREEN project manager, with direct technical support from the senior national project officer at ILO Basra.

TIME FRAME AND PROPOSAL SUBMISSION

The assignment will take place from **10 November 2023** to **10 January 2024**.

Proposal Submission:

Please submit the following, by maximum 26 October 2023 at COB 17:00 Baghdad time to : bgw-procurement@ilo.org, Baniawwad@ilo.org , al-hashamat@ilo.org
please indicate the title of the consultancy in the subject of the email (Conduct Digital Marketing Workshops in Al Muthanna _PSD_GREEN))

Proposal (one page including previous experience in the similar works, and implementation methodology), CV, and financial proposal (daily rate & Actual working days)