

SCOPE OF WORK

Consultant Name:	TBD				
Project/Activity Name:	USAID/Sweden FARMA II Project {Bosnia}	Activity #			
Assignment Title:	Online Marketing Specialist				
Position Type:	Full Time		Part Time		STTA X
Consultant Nationality:			TCN		CCN X
Engaged By:	Cardno Emerging Markets USA, Ltd.				
Position Reports to:	FARMA II Technical Lead				
Assignment Period:	Start Date: February 2019		End Date: April 2019		
Total LOE for Position:	Total LOE: 10 days		On site: 8	Offsite (desk work): 2	

USAID/Sweden FARMA II - Description of Project

USAID and the Government of Sweden have awarded Cardno Emerging Markets USA a five-year contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) project in Bosnia & Herzegovina (BiH). The purpose of the FARMA II Project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. USAID/Sweden FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets.

Scope of Work: Online Marketing Specialist (STTA)

Bosnia and Herzegovina has a trade deficit in the agri-food sector, reaching over BAM 2 billion in 2017. The deficit is recorded even for some products where the production capacities are generally strong, suggesting that improvements may be necessary with improving the promotional practices and marketing strategies within the local producer companies. The lack of promotion of local products is one of the reasons domestic retailers often give more and better shelf space to foreign products.

Many producer organizations (POs) in BiH that USAID/Sweden FARMA II is working with are doing very little in terms of promotion often citing the lack of necessary budgets. In the majority of cases the businesses lack the knowledge to effectively use the budgets that they have and they lack skills to promote their products in an ever increasingly competitive market place. Following the demand from the field, USAID/Sweden FARMA II intends to support the POs in learning more about the possibilities offered by online marketing, including website development, emails, social media and online advertising. This activity envisions consultancy support in two areas: (1) Organization of online marketing workshops; (2) Direct technical support to selected POs in developing relevant promotional strategies focused on online platforms.

Purpose of assignment

The purpose of this assignment is to demonstrate to producer organizations the importance of online marketing to attract consumers, boost sales and access new markets. Many small businesses in agriculture do not have a website, do not use online advertising and do not have company profiles on social media. The activities foreseen under this assignment are expected to help POs to improve their online presence, which will lead to increased brand awareness, increased sales, improved communication with customers and development of new distribution channels.

Deliverables

USAID/Sweden FARMA II is planning to further support the POs to improve their marketing practices and create better market results. This will include the following activities, with deliverables as specified below:

(1) Organization of workshops on online marketing

The consultant is expected to deliver a minimum of 5 trainings with interactive workshops to at least 100 POs around the country (the exact number of workshops will be determined and FARMA II will act as the organizational and logistical coordinator for the STTA). These trainings are expected to include an introduction on importance of marketing, how it influences costs and improves sales and profit, followed by online marketing tips for small businesses with focus on analyzing existing examples that work and offering instructions on how to improve existing online activities. The consultant shall also provide advice on photography – how to prepare attractive photos and optimize them for social media, and address the importance of rapid follow-up to messages (responsiveness in communications with fans). Attendance sheets, evaluation forms and high-resolution photos taken during the training must be provided for each training.

(2) Direct technical support to selected POs (chosen by FARMA II) in developing relevant promotional strategies focused on online platforms

Specific tasks for individual assignments will depend on PO needs and will be defined by the brief prepared by USAID/Sweden FARMA II and shall include but are not limited to:

- Producing guidelines for website development;
- Advising the POs on activities related to social media platforms;
- Supporting the POs with development of online marketing strategy (defining the targets, budgets and activities)

Timing and Level of Effort

Total LOE is estimated at 10 days and is expected to take place between February and April 2019. Indicatively, around 70% of consultants time will be used on the first group of activities (regional workshops), and the remaining 30% on the direct work with POs.

Regular communication with FARMA II supervisor will be expected throughout the assignment period.

Qualifications and skills

- University degree is required;
- Minimum 2 years of relevant professional experience in online marketing, preferably with small businesses and preferably from agriculture / food processing;
- Previous experience with delivering workshops or coaching small businesses is a must.

Special additions when advertising this position:

How to submit your application?

Please submit all of the following:

- ✓ Your CV and cover letter;
- ✓ Up to five examples of previous work with websites and social media pages (submit in pdf or jpg format), if possible show “before and after” situation; Please also add the relevant numbers (number of site visits, number of followers or fans) to verify the success of your work;
- ✓ Draft structure of your presentation for the workshop on online marketing (broad topics to be covered, in bullet points);
- ✓ Three references from relevant clients.

This is short term technical assistance (STTA) position for BiH Nationals.

We encourage qualifying candidates to send a Cover Letter including three References and CV.

The closing date for the receipt of applications is February 3, 2019.

Cardno Emerging Markets USA, Ltd is an equal opportunity employer.

All information received will be treated with confidentiality.

Incomplete applications will not be considered.

Only shortlisted candidates will be contacted.