

Terms of Reference

Marketing and Branding Capacity-Building

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization for trade-related technical cooperation in developing countries.

The Sector and Enterprise Competitiveness Unit (SEC) is responsible for developing and disseminating sector level expertise for sustainable market driven solutions in ITC, including the Alliances for Action (A4A) methodology. A4A is a participatory partnership model that engages smallholder farmers and MSMEs to manage risk and facilitate networks that provide the required technical expertise and capacity building. Funded by the Foreign, Commonwealth & Development Office of the United Kingdom and implemented by ITC, UK Trade Partnerships Programme (UKTP) runs from 2019-2022. Its objective is to ensure that selected countries in Africa, the Caribbean and the Pacific (ACP) maximise benefits of Economic Partnership Agreements (EPAs) and in particular, enhance trade with the UK under existing EU EPAs or under UK specific EPAs. The programme will increase awareness of firms and institutions on how to use EPAs preferences and their potential benefits and build the ability of targeted firms to export to UK/EU markets.

In Ghana, the UKTP projects aims building the competitiveness of SMEs in the cocoa derivatives sector. 8 artisanal chocolate companies and 3 cocoa derivatives exporting companies were selected as directed beneficiaries of the project. These companies receive technical support to build the competitiveness of their products and their brand in view of developing exports to the EU and the UK. They all filled out an initial needs-assessment survey in which they indicated their strong interest in receiving support on marketing and branding, especially considering their upcoming participation to international trade shows and B2B events. It is in this context that ITC is looking to hire a service provider based in Ghana who specializes in marketing and branding and has good knowledge of the cocoa derivatives sector to provide capacity-building to 8 companies under the UKTP project.

Description of Duties/Responsibilities

The service provider is expected to deliver a comprehensive capacity-building programme to 8 artisanal chocolate companies based in Ghana. This entails the following activities:

- Conduct individual brand assessments/brand scanning for 11 cocoa processing MSMEs. Select and propose the appropriate assessment tool to be used to evaluate the current marketing and branding strategy of the company (questionnaire/structured interviews/semi-structured interviews, etc.) and review core

marketing materials developed. The assessment tool should capture the company's readiness to enter UK and EU markets (from a marketing and branding standpoint), thus the assessment criteria should reflect the competitive landscape in these specific markets and current consumer preferences.

- Compile the results of the assessments in a report to the attention of ITC project team and beneficiary MSMEs, including review of company marketing strategies and feedback on specific marketing materials developed. Separate the companies in 2 to 3 groups as needed to reflect different levels of advancement with marketing and branding competitiveness towards EU/UK markets.
- Prepare a differentiated training curriculum for each group of SMEs as identified in activity 2. The curriculum should focus on immediate next steps to build competitiveness towards EU and UK market and include reference to best practices from established brands in the EU/UK markets.
- Deliver interactive group training sessions (based on the training curriculum created)- either in-person or digital depending on covid restrictions- covering key components Marketing and Branding competitiveness, relying on example of best practices, and providing concrete strategies and tips that company managers could readily adopt.
- Organize feedback sessions with the 11 MSMEs to and provide a roadmap with concrete next steps to follow in order in to strengthen their marketing and branding strategy. Provide company managers with custom-made advice as well as tools and templates they can use to improve their marketing materials.

Expected Deliverables and Timelines

- Deliverable 1. Individual company branding diagnostics are conducted for 11 beneficiary MSMEs, results are analysed and presented a report delivered to ITC and beneficiaries
- Deliverable 2. Training curriculum is created and shared with ITC team for feedback and final validation
- Deliverable 3: Group training sessions (2 to 3) are delivered to 11 beneficiary MSMEs
- Deliverable 4: Individual feedback sessions are conducted with 11 beneficiary MSMEs and 11 marketing/branding roadmaps are created and validated with company managers

Travel

Domestic travel in Ghana to meet with company managers (subject to Covid-19 restrictions)

Proposed contract length

Duration: ASAP until 31 December 2021

Payment Schedule

ITC will only make payment based on satisfactory achievement of specific deliverables and upon a receipt of an invoice. Please indicate on each invoice, the reference 2200197317. Also, note that ITC is exempted from paying VAT and any other form of taxes. Please send your invoice to Payments@intracen.org.

If the contract is to be issued in a currency other than USD, the UN exchange rate on the date of the contract issuance will be applicable.

| Description |
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| 1st payment: 25% of the total amount upon satisfactory completion of Deliverable 1 |
| 2nd payment 25% of the total amount upon satisfactory completion of Deliverable 2 |
| 3rd payment 25% of the total amount upon satisfactory completion of Deliverable 3 |
| 4th payment 25% of the total amount upon satisfactory completion of Deliverable 4 |

Experience required

- Minimum 5 years' experience delivering consulting and coaching services to MSMEs in marketing and branding.
- Advanced knowledge of the agribusiness sector, characteristics of the EU/UK food market, and of EU/EU consumer behaviour and preferences.
- Advanced skills in delivering live training sessions and maximizing participant's involvement.
- Advanced report-writing skills in English language.