



TERMS OF REFERENCE

Contract-no: 0.../2021

Project/mandate no:

Project/mandate name/country: 1242.16.1.0

Employer:

HELNETAS Swiss Intercooperation

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Contract duration

From: 1st Feb 2021

To: 30 June 2021

1. Background

HELNETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program. Out of the 11 countries globally, the component in Vietnam will enhance the performance of selected BSOs in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way. This TOR is for the service to assist SIPPO and partners BSO - FPA as marketing consultant as per each BSO's strategy.

2. Objective(s) of consultancy

To co-work with FPA team in Binh Dinh to plan and implement marketing strategy and campaign and help FPA team to build up their internal marketing skills and retain after this contract.

3. Main Tasks and Activities of the Assigned consultants or group of consultants

In general

- Advise and assist FPA in developing marketing strategy for 2021 and implementing it for the 5 months. Tentatively, the key components include:
 - o Focus in DDS system which is being developed by FPA Binh Dinh; to further this into a platform for virtual matchmaking;
 - o Improve FPA's visibility (website, facebook, instagram)
 - o Support for 1-2 other package of marketing material for trade fairs participation;
- Monthly review the results of implemented tools and revise the plan;
- Regular contacts including weekly skype with FPA and SIPPO Ha Noi to exchange on the progress of work, to co-implement activities for best results.

4. Expected deliverables

- A marketing work plan (per each BSO)

- Monthly report and timesheet
- Marketing products as per activity in agreed work plan

5. Working methodology

The consultant (or group of consultants) will carry out the activities in autonomy and in close cooperation with SIPPO Junior Export Promotion Manager and SIPPO Country Representative, HELVETAS Country director and admin team as required.

No	Key Activity	Tentative timeline	Number of days (maximum)
1	Development of the marketing plan for 2021	1 st Feb to 28 Feb 21	10
1	Implementation of tools	1 st Mar to 15 June 21	40
1	Weekly meetings and monthly reviews, reporting	1 st Feb to 30 June 21	10
	TOTAL		60 days

6. Logistics

By the project including air tickets, car transfer, hotel and meals upon agreed work plan by Country Representative.

7. Reporting / Debriefing

With deadline of submission deliverables/documents electronically

8. Documents

List of project documents the consultant needs for the consultancy/mission:

- SIPPO mandate description
- BSO materials

9. Requirements

- 2 to 3 years experience regarding marketing and communication
- Active and flexible in working time

Interested candidates please submit CV and proposal to info@sippo.vn by 10 Feb 2021.