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**TERMS OF REFERENCE**

**Coaching Curriculum**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date: 1** August 2023

**End Date:** 31 August 2023

**Languages:** Arabic and English

**Reports to:** FTL Project Manager

**Coordinates with:** FTL Project Coordinator

**Project Title:** NOOMOO

**Deadline:** 20 June 2023

**Contact:** careers@fairtradelebanon.org

**SCOPE OF WORK**

1. **Objective**

Fair Trade Lebanon, in partnership with GIZ, is proposing to implement an incubation program supporting agri-food 25 MSMEs and cooperatives in Beirut and Mount Lebanon. The project will be conducted over a period of 18 months. Funded by BMZ, the program is designed to help the participants grow their businesses and refine their activities by offering them training sessions, customized coaching, and capacity building in business-related topics.

1. **Scope of work**

The consultant will develop the coaching curriculum as customized sessions for for each of the 25 MSMEs, the coaching sessions will include:

* Finance/ Feasibility/ Accounting
* Marketing/Digital Marketing
* Content Creation/Photography
* Certifications
* Product Development
* Packaging & Labelling
* Graphic Designer
* Human Resources Management
* Sales Management
* Chef
* Website Development
* Computer skills
* GDC
* Costing & Pricing
* Operations
* Legal
* Franchise Manual
* Menu Development
* Recruitment
* F&B/ Restaurant Management
* Agriculture
* Tourism
* Dietitian

The Consultant will deliver a total of 400 coaching sessions. The Consultant will plan the intervention with FTL all along the implemention.

1. **Deliverables**

The Consultant will agree with FTL on deliverables and reporting template.

1. **Qualifications**
* Higher university degree in business, economics, finance
* Minimum 5 years’ experience as a consultant
* Proven knowledge of Fair-Trade principles
* In depth knowledge of the Lebanese context
* Proven presentation skills
* Drives results
1. **Skills**
* Adheres to FTL values
* Good interpersonal communication skills
* Engaged in developing self and others
* High degree of self-motivation
* Excellent leadership, team building, and management skills
* Good time management
* Organized and able to create multiple timelines and schedules
* Good knowledge of Arabic and English