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**TERMS OF REFERENCE**

**Coaching Presentation**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date:** 1 July 2023

**End Date:** 31July 2023

**Languages:** Arabic and English

**Reports to:** FTL Project Manager

**Coordinates with:** FTL Project Coordinator

**Project Title:** NOOMOO

**Deadline:** 12 June 2023

**Contact:** [careers@fairtradelebanon.org](mailto: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 main tasks might include the below and can vary a lot during implementation based on the needs of the MSMEs, the coaches, and the topics:

* Tool Development Collaboration:
  + Collaborate with coaches to understand the specific needs and requirements for coaching tools.
* Presentation Creation:
  + Develop and design visually appealing presentations for coaching sessions on topics such as finance, marketing, market access, and many others.
* Excel Template Design:
  + Create customized Excel templates for financial calculations, costing, and other relevant areas to support coaches.
  + Ensure templates are user-friendly and adaptable to different business contexts.
* Exercise Development:
  + Create learning exercises to identify challenges and opportunities for businesses during coaching sessions.
  + Design interactive and engaging exercises to enhance the learning experience.
* Reporting Templates:
  + Develop standardized reporting templates to capture key metrics by MSMEs and cooperatives.
* Digital Marketing Templates:
  + Design templates for digital marketing strategies, including content calendars, social media plans, and campaign tracking.
* Tool Customization:
  + Customize tools based on feedback received from coaches

1. **Deliverables**

The Consultant will agree with FTL on deliverables and reporting template that will vary a lot from a coaching topic to another as well as the requirements of the MSMEs and cooperatives.

1. **Qualifications**

* Higher university degree in business, economics, finance
* Minimum 3 years’ experience as a consultant for SMEs
* Proven knowledge of Fair-Trade principles
* In depth knowledge of the Lebanese context
* Proven presentation skills
* Drives results

1. **Skills**

* Adheres to FTL values
* Project management skills (mid-level)
* Good interpersonal communication skills
* Problem solving skills
* Quality assurance
* Adaptability
* Feedback management
* Time management
* Technology proficiency (calendar tools, Word and PowerPoint)
* Organized and able to create multiple timelines and schedules
* Good knowledge of Arabic and English (French is a plus)