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**TERMS OF REFERENCE**

**Market Linkage Expert**

**Location:** Lebanon – Beirut

**Type of Contract:** Consultant

**Starting Date:** July 2023

**End Date:** December 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](mailto:careers@fairtradelebanon.org)

**SCOPE OF WORK**

1. **Objective**

The Economic Growth Officer will focus on supporting the Noomoo project in Lebanon. His role will involve connecting MSMEs, cooperatives, and potential B2B partners, driving collaborations, and identifying growth opportunities. With excellent networking skills and market knowledge, the market linkage expert will facilitate successful 25 B2B deals, organize a business promotion event, and empower businesses to expand sales and create jobs.

1. **Scope of work**

* Market Linkage Strategy Development: Collaborate with the project team and market access expert to devise a comprehensive market linkage strategy that aligns with the objectives of the project. Identify potential business partners, B2B entities, and opportunities for collaboration.
* Liaison Establishment: Act as a bridge between MSMEs, cooperatives, and other potential partners or B2B entities. Facilitate communication and establish fruitful relationships, ensuring that business needs are met and synergies are leveraged effectively.
* B2B Deal Facilitation: Assist MSMEs and cooperatives in identifying viable B2B opportunities, such as sourcing raw materials, semi-finished products, finished products, white labels, etc. Facilitate negotiations, agreements, and contract finalizations to enable 25 successful B2B deals (1 per beneficiary).
* Networking and Event Preparation: Participate in the organization and implementation of the business promotion event. Work with the project team to invite potential buyers, suppliers, partners, and investors to the event. Coordinate logistics and ensure a smooth experience for all participants.
* Promotion Campaign: Collaborate with the project's marketing and communications team to develop and execute a comprehensive promotion campaign for the business promotion event. Create awareness and generate interest to maximize event attendance and participation.
* Coaching and Support: Provide coaching and support to MSMEs and cooperatives throughout the project duration. Offer guidance on sales strategies, customer base expansion, and business growth techniques to empower beneficiaries.
* Reporting and Documentation: Maintain accurate records of all market linkage activities, B2B deals facilitated, and outcomes achieved. Prepare regular progress reports and contribute to project documentation as required.
* Stakeholder Engagement: Engage with relevant stakeholders, including government agencies, industry associations, and potential partners, to build partnerships and ensure the project's success.

1. **Deliverables**

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

1. **Qualifications**

* Bachelor's degree in Business Administration, Economics, Marketing, or a related field. A Master's degree is a plus.
* Proven experience in market linkage, business development, or market access roles, preferably in the context of supporting MSMEs or cooperatives.
* Strong knowledge of the Lebanese market, including key industries, business trends, and B2B opportunities.
* Demonstrated ability to build and maintain effective relationships with various stakeholders, including MSMEs, cooperatives, and B2B entities.
* Excellent communication, negotiation, and networking skills.
* Ability to work in a fast-paced, dynamic environment and deliver results under tight deadlines.
* Experience in event planning and coordination is advantageous.
* Fluency in English and Arabic, both written and verbal.
* Strong analytical and problem-solving skills.
* Passion for economic development, job creation, and empowering small businesses.

1. **Skills**

* Entrepreneurial Spirit: A proactive and innovative mindset with an entrepreneurial spirit, constantly seeking new opportunities and solutions for beneficiaries' business growth.
* Empathy: Demonstrated empathy and understanding for the challenges faced by MSMEs and cooperatives, and the ability to tailor support according to their needs.
* Cultural Sensitivity: Respect for cultural diversity and ability to adapt communication and approaches to engage with stakeholders from different backgrounds.
* Flexibility: Adaptability and flexibility to work in a dynamic environment, responding to changing circumstances and priorities.
* Passion for Impact: A genuine passion for making a positive impact on the economic development of MSMEs, cooperatives, and the Lebanese market.
* Integrity: Commitment to ethical conduct and maintaining confidentiality in handling sensitive business information.
* Resilience: The ability to persevere through challenges and setbacks, maintaining a positive attitude to drive success.
* Leadership: Demonstrated leadership skills to inspire and motivate beneficiaries, fostering a collaborative and cooperative spirit among project participants.
* An ability to develop training material with interactivities and innovation
* An ability to lead and/or undertake sales initiatives;
* An ability to build positive working relationships with people from a wide range of backgrounds;
* Excellent verbal and written communication skills.
* Be self-motivated, well-organized, and quick learner;
* Be able to work effectively in a team as well as under your initiative;
* Be committed to equality of opportunity and our ethos of collaboration with the beneficiaries to create sustainable, diverse, and prosperous communities;
* Be IT literate (i.e. competent in Excel, PowerPoint, Outlook, Word) and have experience in data modeling and visualization.
* Good organizational and interpersonal skills
* Good cultural awareness and sensitivity
* Languages: Arabic and English, French is a plus