



TERMS OF REFERENCE

Branding Expert

Project Title: BOOSTLEB

Location: Lebanon – Mount Lebanon and Bekaa Regions

Starting Date: 1 November 2024

End Date: 28 February 2025

Contact: procurement@fairtradelebanon.org

SCOPE OF WORK

1. Summary

Fair Trade Lebanon (FTL) is seeking an experienced Branding Expert to provide branding services to 10 Small and Medium Enterprises (SMEs) in Bekaa and Mount Lebanon areas. The Expert will be responsible for delivering tailored support to enhance the branding strategies of participating businesses for foreign markets, with a focus on increasing brand awareness, differentiation, and appeal.

2. Objective

The objective of the project is to empower 10 SMEs in Bekaa and Mount Lebanon areas by equipping them with practical knowledge and skills to develop and implement effective branding strategies for foreign markets, thereby enhancing their international competitiveness and market penetration.

3. Outcomes

The Branding Expert for Foreign Markets will be responsible for achieving the following outcomes:

1. Conduct needs assessment for 10 entities in terms of branding requirements
2. Identify branding gaps based on the needs assessment conducted
3. Design implementation strategy for each entity based on assessed gaps and targeted export location.
4. Produce the branding services for the 10 entities

4. Deliverables

The Branding Expert for Foreign Markets will deliver the following:

1. Customized branding for each participating MSME, detailing key requirements for foreign market entry
2. Branding guidelines, recommendations and communication strategies tailored to international markets.
3. Progress reports tracking implementation of branding initiatives and achievement of objectives.
4. Final report summarizing project outcomes, key learnings, and recommendations for sustaining international branding efforts.

5. Qualifications

- Bachelor's degree in marketing, communication, business administration, or a related field.
- Proven experience working with MSMEs in branding, marketing, or international business roles.
- Demonstrated track record of success in developing and implementing effective branding strategies for foreign markets.
- Strong coaching and mentoring skills, with experience guiding businesses in brand development and positioning.
- Fluent in both Arabic and English, with excellent communication and presentation abilities.

6. Skills

- Excellent analytical skills, with the ability to analyze market trends, consumer behavior, and competitive landscapes in foreign markets.
- Proficiency in developing brand identity elements, including logos, color schemes, typography, and brand guidelines.
- Strong project management skills and attention to detail to ensure successful implementation of branding initiatives.
- Ability to communicate complex branding concepts effectively and train business owners and staff on branding best practices for international markets.

7. Payment terms

- Payments will be made through bank cheques
- Payment will be made within 15 to 20 business days after last delivery and submission of final invoice.

8. How to Apply

Applicants are requested to send their:

- Portfolio + references
- CV and ID of trainer
- Short concept-note related to the abovementioned intervention
- Acknowledgment letter of payment modality
- Detailed budget

to: **procurement@fairtradelebanon.org**

The detailed workplan will be developed and agreed upon in coordination with the FTL team.

Only selected candidates will be contacted.

