



TERMS OF REFERENCE

Marketing Intern

Location: North Lebanon

Project Title: BOOSTLEB

Coordinates with: Project Coordinator

Duration: 20 days – between 19 December, 2024 and 31 January, 2025

Contact: careers@fairtradelebanon.org

SCOPE OF WORK

1. Summary

Fair Trade Lebanon (FTL) is looking for a Marketing student for an internship opportunity at one of its Small and Medium Enterprises (SMEs) beneficiaries in Zgharta, North Lebanon. The intern will be responsible for activities set in collaboration between FTL and the hosting entity both on sight and from home

Below is a description of the SME in which the internship will be held:

MACHGHALNA is a sustainable fashion atelier in Lebanon, dedicated to transforming discarded textiles into unique, eco-friendly creations. By focusing on upcycling, we empower local women, offering them employment opportunities in the field of fashion and supporting their communities. Our business combines ethical production, zero-waste principles, and a commitment to quality, with three main branches: Salma Maternity, upcycled clothing, and wholesale production.

2. Objective

The project aims to enhance the operational efficiency and market performance of 20 Small and Medium Enterprises (SMEs) and 5 cooperatives across various sectors in North Lebanon and Akkar. It will entail delivering customized training, coaching sessions, and tailored services to enhance their business management capabilities and facilitate access to new markets.

3. Outcomes

The intern will be responsible for achieving the following outcomes however they are subject to change depending on the business' needs during the internship.

- Support in the development of marketing campaigns, from ideation to execution, aligning with brand objectives.
- Conduct market research to identify industry trends, competitor analysis, and target audience behavior.
- Assist in creating marketing materials, including presentations, flyers, and digital ads.
- Track and report campaign performance, offering insights on key metrics like ROI and conversion rates.
- Participate in team meetings to brainstorm new marketing strategies and promotional ideas.
- Learn how to manage budgets for small-scale campaigns, ensuring effective resource allocation.

4. Deliverables

The intern will deliver the following:

- A weekly report outlining performed duties and signed by the person responsible for the host entity
- A final report outlining their tasks during the internship, lessons learned, and personal areas of improvement

5. Qualifications

- Bachelor's degree in business, marketing, or a related field. (**Current student or recent graduate**)
- Strong analytical and problem-solving skills
- Fluent in both Arabic and English, with excellent communication and negotiation abilities.

6. Skills

- Strong analytical skills for market research.
- Creativity in content creation and campaign ideation.
- Effective communication skills for teamwork and presentation.
- Time management to handle multiple activities.
- Adaptability to learn new trends and technologies.

7. How to Apply

Applicants are requested to send the following documents to careers@fairtradelebanon.org:

- Cover letter
- CV, Personal ID and university ID of the applicant

The detailed work plan will be developed and agreed upon in coordination with the FTL team. Only selected candidates will be contacted.