

Terms of Reference

1. Overview of the Assignment

Title of assignment:	Marketing Strategy
Overall Objective:	The objective is to review the current marketing strategy and provide recommendation what priorities should the company focused to boost sale and support executive plan.
Start date:	1 March 2024
End Date:	20 June 2024
Location:	Cambodia
Type of contract:	Consultancy Contract

2. Background

2.1. 3Ei

Entrepreneur Investment Support (EIS) is an initiative within the Enhancing Entrepreneurial Ecosystem and Investment (3Ei), funded by SDC, KOICA and Khmer Enterprise and co-implemented by Khmer Enterprise and Swisscontact. EIS provides business support to small and medium enterprises (SMEs) that are trying to secure investments or have raised funds and need additional non-financial support for sustainable growth.

EIS provides investment readiness and post-investment TA for SGBs through a pool of vetted consultants. The investment readiness TA is designed to support SGBs as they work to become investment ready and assist investors in building pipelines. The post-investment TA provides business support to SGBs who receive investment funds. This business support is meant to help mitigate risks for investors and support more successful growth forces.

2.2. Workingna

Workingna is a company that fulfil the gaps in hiring between employees and employers regardless of the size of enterprise and to internal matching procedure and customer hiring process. Workingna is creating a dynamic ECO system in Cambodia by making everyone on a job hiring stress-free by developing all-in one analytic smart hiring platform empowered by AI, upskilling and reskilling the talent pool. Their vision is to revolutionize the employment landscape by providing a

comprehensive, data-driven hiring platform that streamlines HR operations and connects organizations with top-quality talent.

3. The assignment and objective

3.1. Assignment

Swisscontact is seeking an individual consultant or consulting firm to provide marketing strategy for Workingna.

3.2. Objectives

The objective of this assignment is to review the current marketing strategy and provide recommendation what priorities should the company focused to boost sale and support executive plan.

4. Scope of Work and Deliverables

4.1. Scope of Work

Task 1: Review and update the existing tmarketing strategy and prioritize action plans including Workingna and Career Accelerator Program

- Review Workingna existing marketing strategy to reach more effectively to boost B2B and B2C
- Review existing career accelerator program marketing strategy.
- Update the marketing strategy and plan for short term (3-5 months) and medium term (6-12 months)
- Prioritize action plans and executive plan in helping to reach customers more effectively

Task 2: Support to execute plans based on the updated marketing strategy and recommendation

- Work closely with the company to pilot and execute priority action plans
- Develop the result of the pilot implementation.

4.2. Deliverables

- The updated marketing strategy report and prioritization action plans for short and long term
- Monthly progress report of executed marketing plan
- The final report to the assignment

5. Duration and Timing of Assignment

The consultancy will start from 1 March 2024 (as soon as possible), but exact start date is negotiable.

6. Supervision

Although Swisscontact will provide administrative and financial supervision for this assignment, Workingna will appoint a representative to manage the day-to-day

relationship with the consultant and provide guidance and feedback on technical matters.

7. Remuneration

Negotiable within the constraints of the project budget. Applicant's technical proposal will be considered first, and financial proposal considered second. Please include a budget proposal in application (see below).

The individual/firm will be hired by Swisscontact according to Swisscontact standards and regulations as specified in a separate contract.

8. Requested Skills Set

- Bachelor's degree in marketing, communications, business, or related field.
- Digital advertising and marketing. Including creating, executing, and managing campaigns to achieve KPIs for clients. Well versed in Facebook Ads, Google Ads, and Mailchimp
- Social media marketing. Including photography, graphic design, motion graphic and video editing capabilities
- Google Analytics and AdWords certifications are advantageous.
- Proven experience working as a digital marketing consultant.
- Sound knowledge of lead generation, digital marketing tools, social media platforms, and SEO best practices.
- Strong analytical and problem-solving skills.
- Outstanding organisational and time management skills.
- Excellent project management skills.
- Effective communication skills.
- Exceptional customer service skills

9. Application

Interested applicants are requested to submit a budget proposal, work plan, CVs with roles and responsibilities and cover letter detailing the consultant's suitability for the assignment. The application should be provided no later than close of business on **22 February 2024** to the email address below.

Swisscontact reserves the right to contact only applicants that have been selected for an interview.

Application(s) should be directed to:

Recruitment, Swisscontact Cambodia

E-mail: recruitment.cambodia@swisscontact.org and please cc mi@khmerenterprise.info

www.swisscontact.org