

# Terms of Reference

## 1. Overview of the Assignment

<b>Title of assignment:</b>	Managing the Sala Enrichment Program and Providing Marketing Support
<b>Overall Objective:</b>	The objective is to obtain recruitment and marketing support for Sala Provincial Ambassadors
<b>Start date:</b>	April 2024
<b>End Date:</b>	September 2024
<b>Location:</b>	Cambodia
<b>Type of contract:</b>	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. Sala

Sala is a platform that aims to enrich the journey of high school students in Cambodia. It is a two-sided marketplace where students can find guidance, support, deals, information, and opportunities to make their study experience enjoyable.

Additionally, it provides institutions with a school management suite that enables them to connect and engage with more students. The goal is to connect students with the right resources and opportunities to help them find their path and succeed.

## 3. The assignment and objective

### 3.1. Assignment

Swisscontact is seeking an individual consultant or consulting firm to provide project management and marketing support.

### 3.2. Objectives

The Sala Enrichment Program is an outreach initiative to attract and train high school students with a passion for community work and a strong interest in education. The program seeks to recruit enthusiastic students to become Sala Brand Ambassadors (BAs). With the training provided by our Sala Team, these BAs will represent us and create online channels or organize physical events to share and offer information sessions in the community. Additionally, our BAs will access comprehensive information on pursuing higher education and skill training and will be trained in leadership and other soft skills.

## 4. Scope of Work and Deliverables

### 4.1. Scope of Work

#### Task 1: Recruitment of Sala Brand Ambassadors (BA)

- Target for 3 BA in 5 provinces (Kompong Cham, Battambang, Siem Reap, Kratie, and Stung Treng)
- Desk Research and call for potential candidates (Sala has already identified a few potential candidates and established connections, which we can provide to the consultant. This will help reduce the time and effort required for research.)

#### Task 2: Raise Brand awareness of Sala

- Poster and Video shooting for the content of recruitment
- Social Media sub-channels of Sala created by BA of each province which can be a Telegram or Facebook group
- Branding display through printed marketing materials such as Istand, leaflets, or banners which can be reusable for the whole program

#### Task 3: BA Training and Event Activation

- Prepare training to BAs on leadership and soft skills (Sala will provide the support of topic or lesson sharing and guest speakers)
- Support BA to activate events to offer sharing sessions in the community on pursuing higher education

### 4.2. Deliverables

- Recruited 15 BAs from 5 provinces and provide the list of their information
- 05 Posters with content and 02 Videos of Recruitment, Program Details, Activities, and Post-event recap
- 01 channel created by BA of each province
- One online or offline event per month lead by BA with the support of both consultant and Sala team.

- Summary Report of the program within this 6-month period

## 5. Duration and Timing of Assignment

The consultancy will start from 01/April/2024 (as soon as possible), but exact start date is negotiable.

## 6. Supervision

Although Swisscontact will provide administrative and financial supervision for this assignment, Sala 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.
- Social media marketing. Including photography, graphic design, motion graphic and video editing capabilities
- Proven experience working as a marketing consultant and provide training on marketing and event activation
- 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 07 April 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](mailto:recruitment.cambodia@swisscontact.org) and please cc [mi@khmerenterprise.info](mailto:mi@khmerenterprise.info)

[www.swisscontact.org](http://www.swisscontact.org)

