

TERMS OF REFERENCE

Contract-no: 0.../2021

Project/mandate no:

Project/mandate name/country: 1242.16.1.0

Employer: **HELNETAS Swiss Intercooperation**
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Contract duration From: Mar 2021 To: 30 June 2021

1. Background

HELNETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program. Out of the 11 countries globally, the component in Vietnam will enhance the performance of selected BSOs in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way. This TOR is for the service to assist SIPPO and partner BSO – Vietnam Textile and Apparel Association (VITAS) as a marketing consultant as per VITAS strategy.

2. Objective(s) of consultancy

To co-work with VITAS to plan and implement marketing and communication strategy.

3. Main Tasks and Activities of the Assigned consultants or group of consultants

- Cooperate with communication and marketing departments to set up communication and promotion plan and strategy
- Collaborate with VITAS to plan detailed activities to improve VITAS visibility
- Implement digital marketing focusing in social media
- Assistance for the design, coordination and production of video clips, booklet, marketing guidelines for VITAS and members in order to improve visibility
- Pilot with 3-5 selected members in producing their marketing & communication materials as preparation for their participation in country pavilions.

- Monthly review the results of implemented tools and revise the plan;
- Other tasks by supervisor

4. Expected deliverables

- A marketing and communication work plan
- Monthly reports and timesheets
- Marketing products as per activity in agreed work plan
- Marketing products of 3-5 selected members

5. Working methodology

The consultant (or group of consultants) will carry out the activities in autonomy and in close cooperation with SIPPO Junior Export Promotion Manager and SIPPO Country Representative, HELVETAS Country director and admin team as required.

No	Key Activity	Tentative timeline	Number of days (maximum)
1	Development of the plan for 2021	15 Mar to 27 Mar 21	10
2	Implementation of tools	29 Mar to 15 June 21	40
3	Weekly meetings and monthly reviews, reporting	15 Mar to 30 June 21	10
	TOTAL		60 days

6. Logistics

By the project including air tickets, car transfer, hotel and meals upon agreed workplan by Country Representative.

7. Reporting / Debriefing

With deadline of submission deliverables/documents electronically

8. Documents

List of project documents the consultant needs for the consultancy/mission:

- SIPPO mandate description
- BSO materials

9. Requirements

- 2 to 3 years experience regarding marketing and communication
- Active and flexible in working time

Interested candidates can submit CV, cover letter to info@sippo.vn by 15 Mar 2021.