

Terms of References (ToRs)
for Hiring of Consultant for Mentoring Support
Market Linkages
(01 Position)

Note: This opening is required to be filled on an urgent basis and CVs will be reviewed and candidates will be selected on a rolling basis.

Hundreds of Original Projects for Employment (HOPE'87) is an Austrian NGO working in Pakistan under the signed MoU with Ministry of Interior (MOI), Government of Pakistan. HOPE'87 is currently seeking services highly motivated Consultant (Market Linkages) for mentoring support of project beneficiaries under the project namely **"Fighting the impact of the COVID-19 pandemic in Pakistan"** in District Peshawar, funded by Federal Ministry of Social Affairs, Health, Care and Consumer Protection, Austria.

1. Projects Details:

FICP: The project is funded by Federal Ministry of Social Affairs, Health, Care and Consumer Protection, Austria. HOPE'87 is implementing the project in district Peshawar of province Khyber Pakhtunkhwa (KP).

2. Scope of work/consultancy:

Responsibilities/expectations of **Consultant - Market Linkages** are;

- Establish and maintain linkages with potential buyers, retailers, and relevant stakeholders in the industry.
- Facilitate communication between trainees and potential clients to secure orders and contracts.
- Develop and implement marketing strategies to promote products or services in target markets. This could involve branding, advertising, and promotional activities.
- Provide ongoing mentorship and feedback to trainees for sustainable growth.
- Prepare regular reports on the progress, challenges, and achievements of the trainees.
- Identify emerging opportunities, target demographics, and potential niches for the products created by trainees.
- Assist in negotiations and transactions between producers and buyers, ensuring that terms, pricing, and quality standards are met.
- **Job will require travel at multiple locations within the city of Peshawar at HOPE'87 established "shared spaces" (located in Wahid Garhi, Taj Abad, Taj Town, Nasir Bagh and Hayatabad) for Tailoring & Embroidery at and among Afghan Communities.**
- Ensure that all activities and recommendations comply with ethical, legal, and industry standards.

3. Eligibility Criteria

Eligibility Criteria/Required Expertise of consultant (Market Linkages):

- Bachelor's degree in marketing, business administration, or related field.
- At least 2 years of experience in market linkages, business development, preferably in a similar industry or organization.
- Familiarity with market trends, competitors, and potential opportunities.
- Strong networking skills to establish and maintain relationships with potential clients, partners, and stakeholders.
- Excellent verbal and written communication skills for pitching products or services, negotiating deals, and creating marketing materials.
- Effective negotiation skills to secure partnerships and agreements.

- Proven track record of developing and executing successful marketing campaigns and initiatives.
- Familiarity with marketing automation tools and technologies can be an asset

4. Time Frame:

The duration of consultancy shall be 03 months (Extendible) from 12th October, 2023 – 31st December, 2023.

5. Payment:

The Consultant will furnish a progress report on monthly basis and will be paid on monthly basis for the work done against agreed timetable. Monthly consultancy fee details are as follow;

- i. Consultant – Market Linkages – PKR 80,000 to 100,000 (Inclusive of all applicable taxes)

6. Ethical Standards:

The consultants will make clear to all participating stakeholders that they are under no obligation to participate in the project activities. All participants will be assured that there will be no negative consequences if they choose not to participate. Consultants will obtain informed consent from the participants. In case if the consultants do not understand the participants' first language, they will be taking interpreter/s along. The consultant will have to receive prior permission for taking and use of visual still/ moving images for specific purposes, i.e., for reports and presentations. The consultant will assure the participants' anonymity (when and where required) and confidentiality and will ensure the visual data is protected and used for agreed purpose only. The consultant will also take care of standards operating procedures for safety and security according to HOPE`87 policy while working in field as well as in HOPE`87 premises.

7. Evaluation Criteria:

The profiles/CVs of the consultants shall be evaluated based on the aforementioned scope of work & deliverables. Award will be made on the past experience, capacity and other qualities mentioned under eligibility criteria. Only short-listed applicants will be contacted. HOPE`87 reserves the right to reject any or all applications and is not bound to any legal claim in this regard.

8. Intellectual Property Rights:

Federal Ministry of Social Affairs, Health, Care and Consumer Protection, Austria and HOPE`87 will retain all intellectual property rights for any and all material produced, in any media format, for this consultancy assignment.

Please send your CV at

hope87.jobs@gmail.com

by **9th October, 2023**, no later than 05:00 PM