

TANZANIA PRIVATE SECTOR FOUNDATION



TERMS OF REFERENCE FOR COMMUNICATION AND MARKETING SPECIALIST FOR THE MSME INFORMATION PORTAL

1.0. INTRODUCTION

Tanzania Private Sector Foundation (TPSF) in collaboration with Financial Sector Deepening Trust (FSDT) is interested in developing an Information Portal to be used by Small and Medium Enterprises (SMEs). In Tanzania Information Portals are well designed web pages which bring information together from diverse sources in a uniform way. The MSMEs Information, knowledge & Business development services portal will focus on capacity building (macro, micro, and meso level) and will have rich functionality and ease-of-use that assures a quality experience for internet users of all levels using multiple channels (mobile phones, smart phones, cell phone) .

The main objective of the portal is to bring together diverse MSMEs-related groups, entrepreneurs (existing and potential), associations, buyers, sellers, technocrats, Training cells, Business Service providers, Technology developers and Academia to freely and openly exchange information related to MSMEs. Additionally, the portal entails to provide value added information to Tanzania MSMEs (Approximately 2.7 million) and acts as a valuable resource to the desired target user groups (MSMEs, regulators, investors, financial service providers, associations) with the aim of uplifting the human capital in the country via alignment of MSMEs training and skills development needs with available suppliers.

This MSMEs Information Portal will specifically:-

- Reduce knowledge barriers affecting access to and use of financial products and services by households and MSMEs.

- Build capacity of financial service supervisors by having access to opinions of MSMEs through online forums, thus formulate policies that respond to their demand.
- Supplement online Business Development Services
- Provide MSMEs a single resource centre comprising of valuable, relevant information, training materials and tools of trade mechanisms
- Facilitate the creation and development of new business idea and opportunities.
- Provide an avenue for Financial Service Providers to freely capture market intelligence about consumers demand and develop product or introduce services that respond to the consumer needs.
- Contain Database of various needed business information

The objective of this Portal is to be a one-stop centre to all MSMEs by providing information and services relating to SME matters. The portal offers a single point of access to all mobility-related information and services available at national as well as regional level. The MSME Portal will be developed by a firm of consultants to be selected for this purpose.

2.0 OBJECTIVES

MSMEs Information Portal (MIP) branding and visibility program has two components or streams that will focus on creating the MIP brand, increase flow of information to external stakeholders and support MIP communication and marketing activities. Developing and employing creative, effective and engaging communication tools will enable MIP to get the right message to the right stakeholder using the most relevant medium.

Objectives

- Promote the image of MIP as an active and results oriented information resource.
- Raise awareness and attract sponsorship and partnership.
- Keep MSMEs knowledgeable and passionate about MIP activities.
- Build MIP as a go to brand for MSMEs

3.0 RESPONSIBILITIES

- Develop, maintain and update communication strategy and plan.
- Plan, prepare and implement an action plan on communication strategy for the project.
- Develop Quarterly Media Plan.
- Develop Media profile and establish linkages with media.
- Promote participation of all the stakeholders in the project for sustainability.

- Develop communication materials based on the need assessment and ensure that, it reaches all the stake holders through different communication channels.
- Assist MIP Team in developing appropriately branded public information, documentation and event.
- Monitor local and international press coverage and effectiveness of the communications strategy.
- Organize and coordinate press events and follow up with media to ensure coverage of events.
- Assist in the preparation of schedules, briefing materials, scene setters, briefings with MIP Team and stakeholders.
- Design, develop and disseminate all outreach materials and activities to target audience and media, including outreach folders and fact sheets, newsletters, blog entries, tweets, brochures, website, photo essays, videos etc.
- Design, develop, market and maintain project social media pages including creating MSMEs groups and moderation on Whatsapp.
- Produce reports highlighting program developments, achievements and success stories.
- Occasionally perform other duties as assigned by the Project Manager.
- Daily monitoring and updating of marketing information to the portal and SMS gateway.
- Prepare Communication guidelines and quality metrics.
- Promote visibility and develop a positive image as a Project that is responsive to the needs of the private sector.
- Develop and implement TV and Radio program sponsorship programs plan

4.0 QUALIFICATION & SKILLS

The individual consultant must have:

- A degree in communication & marketing, public relations or related field.
- A minimum of three to four years of professional experience in communication, public relations and marketing or related field.
- Capability and proven experience in crafting communications strategies with an eye toward results-based management.
- Capability and proven experience crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of partners.
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure.
- Familiarity with branding compliance.
- Excellent in written English, Kiswahili, oral and interpersonal skills.
- Technically savvy in website marketing and social media platforms.
- Excellent communication acumen.

- Proven familiarity and practical experience with delivery of private sector settings.
- Active Social Media presence: Facebook | Twitter | Whatsapp etc.

5. DELIVERABLES

Communication and Marketing Specialist will work with the Project Manager to develop activities that highlight and showcase MIP project by accomplishing the following;

- Communication & Marketing strategy.
- MSMEs Media Plans (TV, Radio, Social media, SMS Programs)
- Monthly MSME Newsletter
- Active Social Media Platforms
- Updated Market Information (prices) on daily basis and disseminate through website, social media groups and sms gateway.
- A list of active and potential partners i.e. Commercial Banks, Mobile Network Operators, other Financial Institutions, etc
- Active TV & Radio Programs
- Branding materials
- Quarterly report

6. DURATION OF PROJECT

This consultancy is for 24 months from October 2015 to July 2017.

Application procedure and deadline for submission

Interested individuals are invited to apply for the above mentioned vacancy. All candidates should submit a cover letter, latest CV and copies of their qualification to Executive Director, Tanzania Private Sector Foundation, P.O. Box 11313 DAR ES SALAAM, and email it to cmkama@tpsftz.org. All applications should be received not later than 4th September 2015, at 10:00 am East Africa Time.

7. SCHEDULE AND REPORTING

7.1 Schedule of the Consultancy

The life of the MSME information Portal will be 24 months (Oct 2015 to Sep 2017) including monitoring. However, the Communication & Marketing specialist will be given a Six month contract with possibility of extension subject to proven ability in handling Communication & Marketing requirements.

7.2 Reporting

The Communication & Marketing Specialist will be responsible to the Project Manager