

# TOR'S FOR HIRING OF DIGITAL MARKETING TRAINING CONSULTANTS UNDER KPYEP PHASE 2

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## 1: PROJECT BACKGROUND:

The future of jobs is in the digital economy and knowledge workers. A growing number of jobs are available through global online work and tech based startups. To successfully promote jobs for youth in the digital economy, an integrated approach of skills development, supporting structures, and financing is required. With this object KPITB launched an initiative with the title “KP Youth Employment Program” to empower 40,000 un and under employed youth in the province by providing a range of basic, intermediate and advance level skills in IT and linking them with employment opportunities. This will create a larger base of IT workers in the province, who can be tapped as the market develops.

The nature of the positions shall be as Training Consultants on activity based payments.

## 2: TERMS OF REFERENCE (TOR's)

1. Conduct Digital Marketing trainings at the designated venues for 24 contact hours over a period of 6 days on two weekends.
2. Engage youth of Khyber Pakhtunkhwa for participation in Youth Employment Program.
3. Coordination with the designated focal persons at the training venues.
4. Recording daily attendance of the trainees, focal person, lab attendant and self on the prescribed format.
5. Sharing list of trainees with Project Coordinator – KPYP on day 1 of the session for LMS access
6. Developing training reports at the end of each session.
7. Regular mentoring and career guidance of trainees. Mentoring/career guidance can be both in person or via social media groups developed for these sessions.
8. Maintaining record of success stories and sharing with Project Coordinator – KPYP for further needed actions.
9. Regularly updating the course content as per the market needs and requirements.

## 3: SCOPE OF WORK:

The scope of work shall include but not be limited to;

1. Engaging youth of Khyber Pakhtunkhwa in trainings by conducting awareness sessions when deemed necessary.
2. Conducting training sessions at the training venues.
3. Career guidance and mentoring of the trainees.
4. Regularly updating the course contents as per the market need.
5. Maintaining and sharing record of success stories with Project Coordinator – KPYP.
6. Recommendations for revamping and uplifting KPYP for maximum employment opportunities.
7. Develop and implement SEO, PPC strategies, email and social media marketing campaigns.
8. Create and manage link building strategies, content marketing strategies, and social media presences
9. Innovate and present new marketing platforms and strategies
10. Develop engaging online content including clickbait, forums, videos, graphics, and blogs; monitor and analyse content success.
11. Contact, interview, and hire third party graphic designers, web designers, and videographers to create unique and engaging content.

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12. Use Google Analytics, Google AdWords, and other relevant sites
13. Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information.

### 4: DELIVERABLES:

The deliverables of the assignment comprise of the following within the meanings of scope of work as defined in this TOR.

1. Training Reports at the end of each session on the prescribed formats.
2. Attendance Record of trainees, trainer, focal person and lab attendant duly signed trainer and verified by the focal person.
3. Documentation of success stories and case studies.

### 5: REPORTING RELATIONSHIPS

The Consultant will coordinate with Project Manager – KPYP and Project Coordinator – KPYP.

### 6: DURATION OF THE WORK

The individuals once appointed shall conduct digital skills trainings under KPYP for a period of twelve (12) months. KPITB will reserve the rights to extend the contract of the hired training consultant based on their performance.

### 7: SELECTION CRITERIA FOR HIRING OF TRAINING CONSULTANT

Description	Score	Remarks
<b>16 Years Education as mentioned in the TOR's</b>	30	For minimum of 16 years education, 30 points will be assigned
<b>Higher Education than 16 Year</b>	3	If education is more than 16 years, 3 points are assigned
<b>Minimum 5 Years' Experience or 20 Projects completed or 1000 USD revenue generated.</b>	15	If the consultant has minimum 5 Years' Experience or have completed 20 Projects or generated 1000 USD revenue, 15 points will be awarded.
<b>More than 05 Years' Experience</b>	5	If the trainer experience is more than 05 years, than 01 points will be awarded for each additional years upto maximum of 05 Points.
<b>For more than 20 projects completed</b>	4	If the trainer has completed more than 20 projects either online or directly from a client, 01 point per project will be awarded upto maximum of 4 points.
<b>For Additional revenue</b>	3	If the consultant has generated more than 1000 USD revenue than for additional per 500 USD, 1 point will assigned for max of 3 points
<b>Interview Marks</b>	10	Interview Marks based on average of panellist score
<b>Financial Bid Score</b>	30	To be calculated as per the lowest bid/hour
<b>Total</b>	100	The consultant securing maximum points out of 100 will be awarded the contract.

**Note: Minimum points for shortlisting to interview are 45.**

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1. 16 years of Education in Computer Science/Computer System Engineering/ Information Technology/ Electrical Engineering/Software Engineering/ Marketing/ Management/ MBA or equivalent.
2. Demonstrable Digital Marketing skills with a strong portfolio of 5 years' experience of freelancing or 20 projects/gigs completed through freelancing or a minimum of 1000 USD revenue generated from freelancing.
3. Demonstrable Digital Marketing skills with a strong portfolio of 5 years' relevant experience with any reputable company having at least one year of team management/team leader experience. Experience shall be relevant to digital marketing. The experience can be of any type i.e.
  - a. Remote Worker
  - b. Part Time
  - c. Services Based
  - d. Regular

### 8: BUDGET AND PAYMENT

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#### Budget:

PKR ..... / contact hour.

Sales/service tax as per Khyber Pakhtunkhwa Revenue Authority (KPRA) under KP Finance Act No. XXI of 2013 shall be applicable.

#### Payment Schedule:

100% upon submission of the deliverables mentioned above.