Terms of Reference
Short term consultancy to design and develop additional learning content for an Online Learning Programme
August 2020
When women entrepreneurs have the support and opportunities to thrive, the future is transformed. Businesses flourish. Communities prosper. Attitudes shift. Economies grow.

The Cherie Blair Foundation for Women helps release the potential of women entrepreneurs in low- and middle-income countries and close the global gender gap in entrepreneurship. Since the Foundation's inception in 2008, it has directly supported over 175,000 women across more than 100 countries. Through its combined approach of programmatic delivery and advocacy, the Foundation supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work. This opens doors to finance, markets, contacts and more, and enables women to create better futures for themselves and their families, enable their communities to prosper, contribute to strong economies, and move the world in a whole new direction.

www.cherieblairfoundation.org
1. Background

The Cherie Blair Foundation for Women (the Foundation) supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work.

Road to Growth (R2G) is a training and development programme designed to build business skills and financial literacy through face to face and online learning tools. Since the inception of the programme in 2016, the Road to Growth has supported nearly 2,000 women entrepreneurs to date in Nigeria and Mexico. In 2019, the Foundation introduced a fully online version of the Programme with a pilot in Nigeria, which allowed to scale our support and reach more women entrepreneurs with critical business development and financial inclusion training.

R2G is a six-week learning curriculum to build the business development and investment readiness skills of women owners of small and growing businesses. The structure of the training is currently follows:

Week 1
- Theme: Intro to Road to Growth ("Connections")
- Introduction to the Course
- Mapping a Road to Growth for Your Business

Week 2
- Theme: Knowing Your Market ("Context")
- Market Analysis & Business Positioning
- Forecasting Sales
- Developing an Operational & Cost Plan

Week 3
- Theme: Knowing Your Business ("Capacity")
- Profitability Analysis
- Asset Analysis
- Assessing Cash Health

Week 4
- Theme: About Financing ("Capital")
- Monitoring & Improving Cash Flow
- Determining What You Need
- Types of Financing

Week 5
- Theme: Managing Financial Relationships ("Character")
- Preparing Your Documentation
- Knowing Your Rights & Responsibilities
- Managing Debt

Week 6
- Theme: Applying for Financing ("Confidence")
- Balancing Business and Family
- Applying for Financing

Each of the study weeks covers 1 theme, comprising 4-5 lessons. An average lesson includes up to one 5-10 minute animated instruction video and 1 short lesson assignment.

2. Purpose and scope of the consultancy

Responding to the challenges posed to women’s businesses in low- and middle-income countries and the need to adapt to new business landscape due to the global pandemic, the Foundation is commissioning a consultancy assignment to produce a new learning track on digital marketing and e-Commerce, that will complement the current six-week course. The curriculum will equip women entrepreneurs with strategies and skills to participate in remote selling and will assist them in reaching more customers through effective digital marketing approaches. The learnings will support women in leveraging the power of technology for business development, sales and marketing and will contribute to increased resilience of women’s entreprises in times of crisis.

The consultant, in addition to design and development of the content, will be expected to advise the Foundation on the proposed structure and duration of the learning module and its fit with the overall course.
The consultant will be also expected to tailor the developed module to the Nigerian context, where the module will be piloted later in 2020. The module will then be replicated by the Foundation in other geographies.

**Deliverables:**

The outputs of this short-term assignment include:

- Initial kick-off meeting/call with the Foundation to agree the scope of work
- Review of available documentation, including the current R2G curriculum
- New content and curriculum development plan with clear timelines and sample content
- Draft the digital marketing and e-Commerce module, including case studies
- Finalise the curriculum
- Localise the content for Nigerian women entrepreneurs with support from our local delivery partners
- Test the curriculum with Nigerian women entrepreneurs
- Review results of test and revise the learning module as agreed
- Provide feedback on the integration of the module into the programme
- Update the existing Training of trainers module to include training on this module.

**Note:** We are seeking a consultant who is available for an immediate start. The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to contracting.

Please note that all deliverables must be developed in English.

**3. Proposal requirements**

To apply for this short-term consultancy, please submit a brief proposal of no more than 2 pages which includes:

1. Your previous experience in designing enterprise development training courses, especially for women in low- and middle-income countries
2. A content development plan with clear timelines
3. Sample content, including case studies
4. Your financial proposal
5. Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.

**4. Payment terms**

The payment terms will be finalised with the consultant prior to contracting. Please note that the Cherie Blair Foundation for Women does not make advance payments.

The consultant is expected to provide her/his own office space and working equipment. In addition, the consultant is expected to cover the cost of insurance, equipment, communication and any expenses associated with the consultancy within the available budget.
5. Instructions for submission
All submissions must be sent to recruitment@cherieblairfoundation.org by 17:00 BST on Friday, 28 August 2020. The applications will be reviewed on a rolling basis and selection may be made prior to the deadline. Please use 'Road to Growth Content on Digital Marketing and E-Commerce' as the subject title of your email application.