

Terms of Reference (ToR)

Consultancy for Training and Support on Commercialization and Digital Marketing

Project Title: Emergency – Post-Earthquake Economic Recovery

Location: Al Haouz Province, Morocco

Duration: 4–6 weeks

1. Background and Rationale

On 8 September 2023, a powerful earthquake struck Morocco's High Atlas region, causing massive destruction to homes, infrastructure, and livelihoods. In the aftermath, many small businesses particularly those led by women were severely impacted or completely lost.

For these communities, small businesses and income-generating activities (IGAs) are more than just economic ventures. They represent stability, dignity, and long-standing community ties. When these enterprises are disrupted, the effects ripple across families, children, and entire villages.

In response, CARE International Maroc launched the Emergency Post-Earthquake Economic Recovery Programme. One of its key pillars is to support 70 affected businesses with tailored assistance to restart, adapt, and grow. Based on an IGA assessment conducted by CARE in August 2024, critical gaps were identified in marketing, commercialization, and digital promotion.

This consultancy seeks to respond directly to those needs equipping entrepreneurs with tools, knowledge, and confidence to reconnect with customers, rebuild their visibility, and restore economic independence.

2. Objective of the Assignment

This consultancy aims to empower affected entrepreneurs, especially women by strengthening their capacities in marketing, business visibility, and sales strategy. Through participatory training, the consultant will help participants harness new tools and skills to rebuild their businesses and adapt to evolving market demands.

The goal is not only to promote commercial recovery but to restore hope, self-reliance, and agency among individuals determined to recover from crisis.

3. Scope of Work and Key Deliverables

The consultant will be responsible for delivering a holistic support package combining group-based learning and personalized technical assistance.

- A. Training Toolkit Development
 - Create an easy-to-understand training module tailored to the context of rural entrepreneurs.
 - The content should address:
 - Business storytelling and branding
 - Digital marketing and social media use
 - Product presentation and catalogue design
 - Online promotion (Meta Ads, Google Ads)
 - Local and online sales channels
- B. Training Workshops
 - Facilitate participatory training sessions in affected communes.
 - Use interactive adult learning methods such as visual demonstrations, role-playing, and group discussions.
- C. Individual Coaching
 - Offer hands-on support to at least 15–20 businesses.
 - Assist with improving online presence, creating product catalogues, and identifying real sales opportunities.
- D. Final Report
 - Document the process, outcomes, challenges, and lessons learned.
 - Include participant feedback and practical recommendations for future support.

4. Target Beneficiaries

The direct beneficiaries are 70 earthquake-affected small business owners in Al Haouz Province, primarily women-led cooperatives and IGAs. These entrepreneurs often operate in rural, underserved areas and may have limited digital literacy or formal education.

It is critical that the consultancy's approach be inclusive, sensitive, and tailored to meet the real capacities and learning needs of these participants.

5. Methodology and Approach

The approach must be participatory, practical, and culturally relevant. Consultants are expected to build trust with participants, ensure accessibility of materials, and facilitate learning in an engaging way. All training materials must be developed in French, and oral facilitation in Darija or Tamazight is highly desirable.

CARE encourages the use of storytelling, visual examples, mobile-based tools, and peer learning to make the sessions dynamic and effective.

6. Consultant Profile

- Advanced degree in marketing, business, or communications
- Minimum 5 years' experience working with rural entrepreneurs or cooperatives
- Expertise in digital marketing and commercialization strategy
- Demonstrated experience with adult learning methods and inclusive facilitation
- Strong knowledge of Morocco's socio-cultural context
- Fluency in French; Arabic or Tamazight is an advantage
- Creative capacity in visual content creation (bonus)

7. Deliverables

- Context-adapted training toolkit
Training of 70 participants
- At least 3–4 participatory training sessions
- Individual coaching sessions for 15–20 businesses
- Final report documenting outcomes, challenges, and participant voices

8. Application Process

Interested consultants or firms should submit:

- A technical proposal with methodology and timeline
- A financial proposal (inclusive of taxes and costs)
- CV(s) of consultant(s) involved
- A portfolio with at least 2 similar past assignments

9. Evaluation Criteria

- Technical quality and methodology – 60%
- Relevant experience and profile – 30%
- Financial competitiveness – 10%

Please send applications to: recrutement.caremaroc.org , in cc Belkhammar.caremaroc.org

Subject: **Commercialization and Marketing Consultancy - CARE Maroc**

Deadline: **15th of September 2025**