

## TERMS OF REFERENCES

### Request for Technical Training Services (Individuals)

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| <b>Date of issue:</b>         | April 6 <sup>th</sup> , 2023   |
| <b>Contract title:</b>        | Request for Technical Training Services - Search Engine Marketing (SEM)  |
| <b>Closing date:</b>          | April 11 <sup>th</sup> , 2023, at 01:00 pm (local time of the Palestinian Territory)   |
| <b>Contracting Authority:</b> | <b>Women's Affairs Center - Gaza</b><br>Al-Nasr - Al-Lababidi Street - Al-Saeed Building<br><b>Email:</b> ictwac22@gmail.com |

#### 1. Background About Women's Affairs Center (WAC):

Women's Affairs Center (WAC) is a women knowledge-based center playing an innovative and catalytic role in empowering women; and advocating women's rights and gender equality in the Palestinian sustainable development process. Its mission reflects that it is an independent and non-profit Palestinian NGO with the purpose of empowering women and advocating women's rights and gender equality through capacity development, information and innovative research and advocacy programs. While implementing its strategy to fulfill its vision, WAC is guided by international human rights principles including empowerment and participation; equality and non-discrimination; and accountability to ensure justice and dignity for women.

#### 2. About "Economic Empowerment for Gaza Entrepreneurs 2023" Project:

WAC is implementing "Economic Empowerment for Gaza Entrepreneurs 2023 (GoPinky-1)" project which is funded by DanChurchAid/Norwegian Church Aid (DCA/NCA). The project aims at enhancing the economic empowerment and increasing the prosperity for low-income young women and men in the Gaza Strip through joint approaches that support innovation and entrepreneurship to overcome challenges that impede achieving a progress towards a sustainable economic development. It targets unemployed young female graduates and young Gazan entrepreneurs. It provides support to young female graduates to acquire digital skills and competencies required in the labor market and to young entrepreneurs to create new innovative businesses,

which will in turn create employment opportunities and address market related challenges.

### 3. Scope of the Assignment:

WAC is willing to train 50 young female graduates on technical training topics to boost their knowledge and skills and have access to good opportunities and create their own professional work environment. This could be done by equipping them with soft and practical technical skills in Search Engine Marketing (SEM) field.

Accordingly, WAC is in the process of the selecting of highly qualified individuals who have proven experience on the following topics:

| #  | Training Topic                | Training Hours |
|----|-------------------------------|----------------|
| 1. | Search Engine Marketing (SEM) | 85             |

### 4. Target Group:

50 young female graduates from different governorates of the Gaza Strip who are willing to advance their technical skills and join the digital world.

### 5. Requirements:

Each applicant/prospective trainer is expected to:

- Have a university degree in any field relevant to Search Engine Marketing (SEM).
- Have a proven working experience as a trainer in Search Engine Marketing (SEM).
- Have adequate knowledge of local and regional markets and business opportunities for Search Engine Marketing (SEM).
- Have strong time management, communication, and networking skills, excellent reporting, and formal writing skills in both English and Arabic.
- Strong analytical skills and enjoy finding creative solutions to problems,
- Have the ability to prepare and conduct technical training programs,
- Have the ability to develop & maintain positive relationships with attendees,
- Have the ability to communicate technical information in a simplified way to trainees,
- Have good knowledge in virtual tools such as Zoom, Skype, Google classroom, WhatsApp groups ... etc,
- Observe and evaluate trainees along with the training period, and

- Be fully committed and free during the course of the program.

## 6. Tasks and Responsibilities:

The trainer will be responsible for the following tasks:

1. Developing an action plan for conducting the training sessions of Search Engine Marketing (SEM) for the target group. This includes working with the project team to agree upon the main topics to be covered, and the training methodologies.
2. Developing the necessary theoretical and practical training materials, contents and related resources for the training.
3. Conducting technical assessment for the trainees and providing related recommendations on their technical development plans to identify their needs and shortcomings.
4. Developing pre/post tests and conducting the required analysis in addition to preparing reports accordingly. Raw data should be handed over, as well.
5. Designing and implementing tools to measure the training impact and to provide individual recommendations for the trainees.
6. Ensuring proper baseline data collection as well as end-line data collection in line with the evaluation strategy.
7. Participating in meetings and workshops related to the project activities.
8. Provision of a detailed report of the implemented tasks and associated deliverables, main findings, recommendations, lessons learned, as well as the trainees' progress in both Arabic and English languages.
9. Participating in the selection of trainees by developing a well-structured technical exam of the main and basic concepts related to Search Engine Marketing (SEM). The exam has to be designed to take into consideration individual differences in terms of difficulty levels (Simple, moderate, advanced) with 100 questions in total. Additionally, the trainer will be required to be part of the interview committee.

## 7. Deliverables:

- A detailed progress report of the implemented tasks and associated deliverables and the trainees' progress in both Arabic and English languages after conducting the first part of training sessions.
- A comprehensive final report in English and Arabic languages including but not limited to: an executive summary, methodology, implemented activities, main findings including the results and raw data of pre/posttests, the impact of the training on the target group, and their opinion, recommendations, success stories and lessons

learned. Validation of the submitted report from the Project Coordinator is a must.

- Training Methodology and matrix and details training modules outline.
- Assignment and individuals/group projects evaluation.
- Training Material.
- Media coverage materials and rushes.

### 8. Timing:

The assignment should be delivered to the selected graduates based on the chosen topics and its allocated training hours that are already aforementioned. The trainer should take into consideration that the selection process will be started before rolling out the training. The selection process including technical exams and interviews will be tentatively taken a place on April 2<sup>nd</sup>, 2023. The work timeline may be altered by the project and ICT – WAC team at its discretion. A high commitment should be granted to the timeframe and any change in the timeframe should be discussed, justified, and validated by WAC.

Any setback occurs affecting the cycle of training due to failure of trainer; WAC reserves the right to terminate the contracts without offering compensations.

### 9. Evaluation Criteria:

1. Financial offer 30%
2. Relevant Experience, scientific background, and Proposed Methodology of carrying the assignment 70%

**Award criteria:** WAC will award the Contract to the Candidate whose proposal has been determined to be substantially responsive to the documents of the Request for Proposal and which has obtained the highest overall score.

### 10. Application Process:

1. Trainer's description: A copy of the ID Card and CV highlighting past relevant assignments, the CV must highlight experience in conducting similar assignments and education.
2. The trainer shall submit a **technical offer** including but not limited to: (Brief Bio highlighting areas of professional experience, approach, and methodology, timeframe with clear details concerning how the component to be executed).
3. Financial offer shall be submitted only in **USD** currency. (Use the enclosed template below)

The closing date for receiving offers is 30/03/2023, at 1:00 PM (local time of the Palestinian Territory). **Offers must be submitted by hand to the WAC office - Procurement Department.**

*Address: Al-Nasr - Al-Lababidi Street - Al-Saeed Building – 2nd Floor.*

Only shortlisted candidates will be reached out.

#### **11. General Instructions:**

- **Validity:** Proposals shall remain valid and open for acceptance for **120** days after the closing date.
- **Negotiations:** WAC reserves the right to contact the Candidates having submitted proposals determined to be substantially and technically responsive, to propose a negotiation of the terms of such proposals. Negotiations will not entail any substantial deviation to the terms and conditions of the Request for Proposal but shall have the purpose of obtaining from the Candidates better conditions in terms of technical quality, implementation periods, payment conditions, etc. Negotiations may however have the purpose of reducing the scope of the services or revising other terms of the Contract to reduce the proposed remuneration when the proposed remunerations exceed the available budget.
- **Signature and entry into force of the Contract:** Prior to the expiration of the period of the validity of the proposal, WAC will inform the successful Candidate in writing that its proposal has been accepted and inform the unsuccessful Candidates in writing via email about the result of the evaluation process. Within **5** days of receipt of the Contract, not yet signed by WAC, the successful candidate must sign and date the Contract and return it to WAC. On signing the contract, the successful candidate will become the Contractor and the Contract will enter into force once signed by WAC. If the successful candidate fails to sign and return the Contract within the days stipulated, WAC may consider the acceptance of the proposal to be canceled without prejudice to the Contracting Authority's right to claim compensation or pursue any other remedy in respect of such failure, and the successful candidate will have no claim whatsoever on WAC.
- **Cancellation for convenience:** WAC may for its own convenience and without charge or liability cancel the procedure at any stage.

## *Financial Offer*

### Applying for Search Engine Marketing (SEM)

This should include the total hourly rate for carrying out the assignment, please fill out the following table:

| #  | Topic                         | Quantity | Unit Price (USDS) |
|----|-------------------------------|----------|-------------------|
| 1. | Search Engine Marketing (SEM) | 85 hours | \$.... /hour      |

| CANDIDATE INFORMATION             |  |
|-----------------------------------|--|
| Name                              |  |
| Address                           |  |
| Mobile Number                     |  |
| E-mail Address                    |  |
| Date of Birth                     |  |
| Organization Name (if applicable) |  |
| Current Job Title (if applicable) |  |

The proposal is valid for a period of **120** days after the closing date.

After having read the **Request for Technical Training Services**, and after having examined the Request for Proposal, I hereby offer to execute and complete the services

in conformity with all conditions in the Request for Proposal for the sum indicated in my financial proposal.

Further, I hereby:

- Accept, without restrictions, all the provisions in the Request for Proposal including the General Terms and Conditions for Service Contracts.
- Certify that I do not support terrorists or terrorism activities, and do not condone the use of terrorism.
- Provided that a contract is issued by the WAC I hereby commit to perform all services described in the Terms of Reference within the time frame.

The above declarations will become an integrated part of the Contract and misrepresentation will be regarded as grounds for termination.

**Full Name:**

**Date Signed:**

**Signature:**