Women SME Innovation Programme – Digitalize for Jobs (D4J)

**Terms of Reference – Social Media and Digital Visibility Consultant**

**September 2022**

**Definition**

In this Terms of Reference, the following acronyms are defined as follows:

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| **Acronyms** | **Description** |
| BAC | Business Advisory Centre |
| BRC | Business Resource Centre |
| COVID-19 | Corona Virus Disease -19 |
| D4J | Digitalize for Jobs |
| GEA | National Board for Small-Scale Industries |
| MSMEs | Micro Small and Medium Enterprise |
| SMEs | Small and Medium Enterprises |
| ToR | Terms of Reference |

Background

The Ghana Enterprises Agency (GEA) is the apex governmental body dedicated to promoting and developing the Micro, Small and Medium Enterprises (MSMEs) Sector in Ghana. Parliament passed Act 1043 of 2020 to transform National Board for Small-Scale Industries (NBSSI) into the Ghana Enterprises Agency (GEA). The Act was assented to by the President on 29th December 2020 and put into effect on 1st January 2021. The government views the Sector as having the potential to contribute substantially to the reduction of high unemployment and the growth of Ghana’s economy.

GEA has its headquarters located in Accra and operates fourteen (16) Regional Offices spread across the country. Together with other stakeholders, it runs two hundred and ten (210) District Offices known as Business Advisory Centres (BACs) and thirty-seven (37) Business Resource Centres.

GEA has a staff strength of five hundred and eighty-six (586) comprising three hundred and fifty-seven (357) males and two hundred and twenty-nine (229) females, and it is envisaged to increase to seven hundred (700) in the next five (5) years. At the District level, GEA provides Business Development Services (BDS) to MSMEs, as well as facilitates access to credit and the market. GEA also supports capacity building, digitalisation, and formalization of the MSME Sector in Ghana. It also facilitates access to financial support for businesses.

As the apex Institution for the development of MSMEs, the Agency recognizes that the lack of digital tools and skills makes it difficult particularly for women to access the online market and to reach customers in a targeted way. However, the emergence of the Covid-19 Pandemic has resulted in a significant trend focusing on the digitalization of businesses to safeguard their survival and growth.

Introduction

According to the World Bank, 44% of MSMEs in Ghana are owned/led by women. The 2019 Mastercard Index of Women Entrepreneurs also revealed that apart from Uganda, on the African continent, Ghana has the most women entrepreneurs. This shows the significant role of women within Ghana’s socio-economic development and the need to give women-owned and led businesses the needed support. The majority of Micro, Small, and Medium Enterprises (MSMEs) have embraced the notion that expanding their usage of digital technologies and digitalizing their businesses is a key strategy for expanding their businesses and creating new jobs.

The Agency in 2021 rolled out a call for applications for the SME COVID-19 Innovation and Digitalization Support Scheme. A total number of 7,192 applications were received, out of which only 500 SMEs were supported. The huge number of applications received was an indication of the huge demand for digital tools to improve their businesses. Hence, the need to implement a Second Phase dubbed Women SME Innovation Programme - Digitalize for Jobs (D4J) Project.

Again, Empowering women owned/led businesses remains a key strategic focus area for the GEA.

The Proposed Solution

Based on the above and following the successful implementation of the First Phase of the SME Digitalisation Project which focused on sustaining existing jobs, GEA proposes to implement another phase of the Digitalization Project for SMEs with a focus on women-owned and women-led SMEs. The objective of this Second Phase is to increase operational efficiency and business growth leading to job creation. The Project will be implemented through a combination of targeted demand-based support for SMEs in digitalizing their procedural models as well as encouraging innovative business processes. The support will facilitate a detailed assessment of the beneficiaries’ needs, virtual and non-virtual demand-based capacity-building programs, access to digital solutions, online visibility, and in-depth knowledge in digitalization and process innovation.

This Project includes the development of an integrated solution for SMEs’ survival, improvement, and growth with the aim to provide targeted support in digitalising their operations. This will provide a centralized platform involving a detailed assessment of SMEs’ needs, challenges and potentials, virtual and non-virtual demand-based capacity-building programs, access to digital solutions, virtual visibility and in-depth knowledge in digitalisation and process innovation.

Project Objectives

The Project will provide support to 400 Small and Medium businesses and seeks to:

* Provide capacity-building to women-owned/led SMEs on different aspects of digitalization and how their companies can grow from its use
* Increase SMEs’ process efficiency and competitiveness by providing access to knowledge, digital tools, and expertise in the field of digitalization and innovation management challenges
* Ensure that the women-owned/led SMEs are creating jobs after the program
* Create a digitalized business environment conducive for the rapid growth of SMEs in Ghana

Expected Benefits for SMEs

* SMEs can manage their business operations and become more responsive to clients’ needs and efficient in their processes using technology
* SMEs will create better content for social media to reach a wider audience
* Digitalised operations of SMEs, specifically, the tracking of business communications to ensure the maintenance of operational rhythm
* SMEs will improve the organization of their business information which will provide them with adequate leverage to access external services such as loans from financial institutions

Further benefits are:

* Real-time decision making
* Reliable business information for users
* Ability to raise capital globally (E-Financing)
* Ability to monitor business performance at a glance
* Lower operational costs
* Achieve transparency and efficiency in business operations

Social Media and Digital Visibility Consultant

The primary responsibility of the social media and Digital Visibility Consultant (The Consultant) of the **Women SME Innovation Programme - Digitalize for Jobs (D4J)** shall be to develop online operational visibility (including social media) for virtual engagement and service marketing. Significant in this model is developing a comprehensive framework for optimal utilisation of the online space. Additionally, ensuring the much-needed privacy, security and ethics protocols are adequately captured in the framework.

The objective of the Assignment

The purpose of issuing this ToR is to select competent and highly qualified consultants who have sufficient capability and experience in implementing an operational visibility (including social media) pack for virtual engagement and service marketing. Also, the Consultant should be able to recommend innovative solutions that could be considered for adoption. The solution should enable or deliver the following at a minimum:

1. optimal digital visibility
2. an informational website and a social media platform to increase the business performance of MSMEs.

Scope of Work

The scope of work of this term of reference covers:

**Informational Website:** The Consultant shall develop, using a recommended template/theme and an easy-to-configure website for SMEs with a modern user interface that delivers an excellent user experience for customers and partners.

The website should have the following sections and components at a minimum:

1. About the Company
2. Vision
3. Mission
4. Any other vital information
5. Product and Services
6. Teams page [optional]
7. Contact Us page
8. Links to social media pages
9. Link to the website privacy policy
10. Backend content management
11. Proposed Domain name
12. Hosting
13. Email hosting

**Social Media Presence:** The Consultant shall create/update one (1) of the under listed social media accounts for digital engagement of customers and marketing visibility.

1. Facebook
2. Instagram
3. Twitter
4. YouTube
5. WhatsApp Business
6. Proactively create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) in cooperation with web and social media, posting daily to respective channels; Adapt multimedia assets from
7. **Social Media Content Calendar:** The Consultant shall develop a comprehensive year-round social media content calendar to deliver engaging content and value to sustain and grow followers and generate excitement for events.
8. **Social media strategy and account growth framework:** The Consultant shall develop a holistic social media strategy and account growth framework such that SMEs can grow their follower base and generate leads for more business and consequently higher revenues.
9. **Interactions:** Train account holders to actively engage with online audiences through social media channels.
10. Generate and analyse reports on web traffic and KPIs using Google Analytics and other social media-focused analytic channels.

Project Deliverables

Considering the **Scope of Work** of this project, the consultant would provide a complete list of all deliverables that will be produced throughout the entire project timeline whether those are plans, reports, solutions etc. in a table format mentioning the stages, activities, and timelines.

Some examples of the deliverables are mentioned here for your reference.

1. Inception Report
2. Work plan
3. Comprehensive reports of Informational Website and Social Media platforms
4. Comprehensive framework for optimal utilization of the online space which adequately considers and incorporates ethics, privacy, and security protocols
5. Social media and digital visibility solutions deployment report
6. Recommendations on innovative solutions for adoption by SMEs for increased digital visibility.
7. Training Reports
8. Social media account holders should be able to timely respond to messages and comments from followers.
9. Reports of activities undertaken
10. Post-development support plan

Duration of the Project

The total duration of this assignment will be 6 months from the date of commencement to date of Final Reporting.

Reporting Requirements

Consultant shall act under the direction of the Chief Executive Officer of GEA or an appointed Representative and report to the Lead Digital Consultant. The Consultant shall be expected to provide periodic bi-weekly reports on activities to the Chief Executive Officer of GEA.

Qualification and Experience of Technical Consultant

This is assignment is of utmost importance to GEA hence, The Consultant must prove that they have solid technical background and operational strength to deliver the assignment without any hindrances. The consultant must also have adequate technical ability, material, and human resources. As such, the following are defined as minimum eligibility criteria:

1. Minimum of 4 years general experience in creating or enhancing digital visibility of businesses.
2. Must submit the Business Registration Certificate (Incorporation & Commencement of Business)
3. Have developed successful Online Operational and Digital visibility packs for SMEs that are currently operational and have been deployed in at least three other large-scale projects in Africa (at least one instance in Ghana preferred) and/or other emerging markets during the last 4 years.
4. Demonstrated experience, qualifications, and availability of key staff to be placed on the project.

Location of the Assignment

The Consultant will carry out the assignment in Ghana and may deploy staff that will travel across the country to conduct various research and training of potential SMEs.