Sample Terms of Reference
Marketing Coordinator Consultancy

Introduction

[Insert relevant introduction section to this document]

Context of this Consultancy

[Provide context in terms of program, what has been done and with what results, what is planned and how this consultancy will contribute to objectives]

Scope of Work

The candidate will serve as Marketing Coordinator by supporting the development of an evidence-based sanitation marketing and communication program in [insert region/area].

A team player with a proven track record of initiative, the Marketing Coordinator will capture, document and share lessons learned with partners and stakeholders so that best practices can be identified, understood and replicated in other regions.

Specific duties are as follows:

1. **Oversight of research and communications agencies**: Provide technical input to the procurement of research and communication firms as well as day-to-day supervision of firms once they are contracted to ensure that their outputs satisfy the program’s objectives and meet highest quality standards.
   a. Review draft proposals and materials against stated objectives and requirements and consolidate input from colleagues to identify areas for improvement.
   b. Ensure top-line results from research are shared with relevant colleagues, partners and stakeholders.
   c. Provide guidelines for pre-testing communication materials and review findings to work with agency to decide on revisions.
   d. Review draft final reports from research agencies and consolidate input from colleagues to identify areas of improvement.

2. **Formulation of marketing and communication strategies**: Based on findings of formative research and supply chain analysis, develop in collaboration with [insert name of organization]’s team the marketing and communication strategy (including identification of possible business models to test) and lead implementation of supporting plans.
a. Review findings of research studies.
b. Organize workshops with communications and research firms, partners and stakeholders to review research findings and identify key insights on which to focus strategy development.
c. Based on findings and critical insights, work with team to formulate marketing and communication strategies.
d. In particular, identify possibly business models to test for supply strengthening and develop supporting work plans and monitoring indicators,
e. Develop and vet implementation plans that are well-integrated with overall work plans.

3. **Capacity-building on sanitation marketing**: Develop and implement orientation modules on key marketing and communication strategies and tools to ensure effective coordination and buy-in of partners and stakeholders.

4. **Oversight of marketing and communication plan implementation**: Conduct field supervision trips as needed to ensure work plan implementation is progressing.
   a. Identify, document and share emerging challenges and work with team to develop possible solutions.
   b. Monitor progress of business model tests provide real-time support and share learning.
   c. Provide real-time support to implementing partners.
   d. Adjust implementation plans based on learning and results from field.

5. **Learning and knowledge sharing**: Capture, document and share learning from sanitation marketing through participation at events/workshops, written knowledge products and other channels.
   a. Participate in development of learning strategy and identify key learning questions to which contribution can be made.
   b. Capture and share progress and emergent learning in workshops, meetings and other channels.
   c. Draft knowledge products and contribute to others as requested.

6. **Monitoring and evaluation**: Ensure relevant monitoring data is collected from contracted agencies and partners promptly entered in the management information system.
   a. Review performance monitoring system and validate indicators to which contribution from sanitation marketing program can be made.
   b. Ensure relevant agencies and partners are providing required data.
   c. Oversee implementation of ad hoc studies as needed to provide additional data.

7. Perform other tasks as required.

**Timing and Level of Effort**
This consultancy is for [x] days from [insert start date] to [insert end-date].

Qualifications/Job Requirements

1. Bachelor (masters preferred) in marketing, business administration or related field from a reputable university.

2. Minimum of [insert -- suggested at least 5] years of relevant experience in commercial or social marketing.

3. Knowledge of and experience in interpreting and using qualitative and/or quantitative research to develop evidence-based strategies.

4. Strong conceptual and analytical skills.

5. Experience in training and capacity building desirable.

6. Track record of initiative and proven ability to work independently with minimal supervision.

7. Strong interpersonal skills and ability to work in a multi-disciplinary team.

8. Excellent verbal and written communication and presentational skills.

9. Strong communication skills in [insert required languages].

10. Ability and willingness to travel to the field.


Management and Reporting

[Insert who will Marketing Coordinator will report to and any administrative or logistical information].