

## **Om-Habibeh Foundation**

### **Terms of reference (TOR)**

#### **For consultancy of *Training about Marketing and Employability Skills***

#### **1. BACKGROUND:**

The Om Habibeh Foundation (OHF) is an Egyptian non-profit organization established in 1991 under the supervision of the Ministry of Social Solidarity. OHF is the implementation agency for the Aga Khan Foundation Egypt and is an affiliate of the Aga Khan Development Network of organizations and was founded by Om Habibeh Sultan Mohamed Shah Aga Khan to contribute to and support local communities in the governorate of Aswan in areas including health care, education, and providing income for deprived communities through long-term development activities. OHF works in the following areas: Continuing Education, Civil Society, Agriculture and Food Security, Economic Inclusion, Women Empowerment and Early Childhood Development.

Om Habibeh Foundation (OHF), in partnership with the World Food Programme (WFP), is implementing a project entitled Integrated Livelihood “I-live” Program. The project aims at fostering an enabling environment for the socio-economic inclusion of forcibly displaced persons (including refugees, asylum-seekers, and vulnerable migrants), together with their host communities. The project seeks to improve both immediate and long-term access to protection, livelihoods, and employment opportunities while empowering local actors and strengthening community resilience.

The project will be implemented with partnership with NGOs in four areas in Cairo governorate: Ain Shams, Nasr City, Haram and Fisal, and Maadi.

#### **2. OBJECTIVE**

A consultant is needed to customize, deliver, and document a comprehensive Marketing and Employability Skills; aimed at enhancing soft skills, job readiness, marketing, and self-employment opportunities for women and men. (refugees, asylum seekers, and host community)

#### **3. TARGETED AUDIENCE**

A total of **500 participants** (women and men), aged between 18–60 years, of Refugees, asylum seekers and host community; across the project’s targeted four geographical locations in Cairo and Giza. Each location will include ; **25 to 30 participants per group, three Days per group.**

#### **4. SCOPE OF WORK and deliverables**

##### **Task 1: Training Preparation**

- ) Design and Submit the full training package (presentations, handouts, assessments) for approval.
- ) Coordinate with field teams to finalize training schedules for all locations.

##### **Task 2: Deliver the training:**

**Deliver a 3-Day Training on Marketing & Freelance Employability Skills; including:**

- 1) Foundations of Freelancing & Digital Presence (25% of the training)**
  - o Freelancing concepts, models, and income streams
  - o Local and global freelance market overview
  - o Identifying personal skills, interests, and marketable services
  - o Defining niche and value proposition
  - o Communication skills for clients
  - o Time management and self-discipline
  - o Drafting a freelancer profile bio (LinkedIn / Facebook / Instagram / freelance platforms)
- 2) Marketing for Freelancers (25% of the training)**
  - o Marketing Strategy, Client Acquisition & Sustainability

- Building trust and credibility
  - Personal branding as a marketing tool
  - customer journey & relationship marketing:
  - Marketing vs. selling freelance services
  - Pricing strategies (value-based vs. cost-based)
  - Developing a simple freelance marketing plan
  - Managing feedback and revisions
  - Conflict management with clients
- 3) **Social Media marketing & using Digital tools (25% of the training)**
- Basics of digital & social media marketing
  - Understanding target audience and customer personas
  - Key platforms (Facebook, Instagram, LinkedIn, TikTok – based on market relevance)
  - Content types (educational, promotional, storytelling, engagement)
  - Content calendars
  - Free design and scheduling tools (e.g., Canva, Meta tools)
  - Creating sample posts (text + visual)
  - Writing captions and basic hashtags strategy
- 4) **Cross-Cutting Tasks**
- ) Facilitate participatory discussions and group work
  - ) Use real-life freelance case studies
  - ) Provide continuous coaching and feedback
  - ) Assess participants' progress through exercises and reflections

**Task 3: Reporting & Documentation**

- ) Submit a final comprehensive report including Training agenda, pre/post-test analysis, photos, key achievements, challenges, success stories, and recommendations.
- ) **Note:** All reports must be submitted in English : **Soft copy (Word and Excel formats)**

**5. TIME FRAME**

The assignment should be completed within **from March 2026 to end of May 2026**

**6. REQUIRED QUALIFICATIONS**

The consultant (or consulting team) should demonstrate the following qualifications:

- ) Minimum **5 years of professional experience** in employability training, marketing, or related fields.
- ) Demonstrated ability to design and deliver participatory training using interactive methods.
- ) Strong ability to work with diverse groups and ensure gender-sensitive, inclusive programming.
- ) Excellent reporting, documentation, and communication skills in English and/or Arabic.

**7. TECHNICAL AND FINANCIAL PROPOSAL:**

The Training Provider shall submit a complete technical and financial proposal outlining the proposed work strategy to achieve the desired results of the consultancy assignment, including:

- ) The Training Provider experience
- ) Work plan and timeline
- ) Detailed financial proposal
- ) Attached Tax Registration Number
- ) Attached Certificate of registration in the electronic invoicing system

Note: Training provider should **have a tax card and can issue an e-invoice.**”

**8. SELECTION CRITERIA**

Technical Criteria (70%)

- Qualification and experience of the Training Provider entity (quality of the previous work samples) (15%).
- Demonstrated technical expertise and relevant experience (10%).
- Proposed detailed work plan (15%).
- Technical proposal including learning methodology, (30%).

Financial Criteria (30%)

- Financial proposal is in the form of : **Cost of participant for all tasks and deliverables (mentioned above)**; and break for 25 to 30 participants per day, certificates, necessary tools, hall rent, photography and all taxes.

Please use this form:

<b>Total Cost per participant</b>	<b>..... EGP</b>
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**9. PAYMENT AND OTHER CONDITIONS:**

Payment will be made after finalizing the training every three groups and upon submission of an invoice and/or a statement of workdays.

**10. Contact Information:**

Applications must be submitted before 08<sup>th</sup> of March 2026 COB with the subject “Marketing and Employability Skills - Name of the Training Provider” to [procurement@omhabibeh.org](mailto:procurement@omhabibeh.org)

Late or incomplete applications will not be considered

Only Shortlisted Proposals will be contacted

The organization reserves the right not to provide reasons for rejection. The organization also reserves the right to review the applicants for the consultancy assignment and request a revised rate (if needed) or additional documents. **The organization will divide the consultancy assignment among more than one Training Provider entity**

Note: Training Provider entity (Training institution) reports to Project Manager