CALL FOR EXPRESSION OF INTEREST FOR THE RECRUITMENT OF CONSULTANCY SERVICES IN MARKETING FOR THE CENTRE OF SOCIAL EXCELLENCE AFRICA.

1. Background

After 7 years of existence, training both professionals and young graduates during short and long term sessions in the social aspects of natural resources management, the CSE (Centre of Social Excellence) Africa, a TFT (The Forest Trust) initiative based in Cameroon is looking to increase its outreach and impact and to ensure its short and long term financial sustainability.

While the private sector is appreciative of the quality of the CSE graduates as demonstrated by the high employment rates of graduates and the results of recent surveys conducted, it has been difficult so far for CSE to sustain such trainings, which satisfy TFT's own high standards in terms of social value while being affordable for potential private sector clients.

Social issues and conflicts between companies and their stakeholders are rather increasing in Africa while donor funding remains stagnant and difficult to access. Therefore, it is high time for CSE to look into self-sustaining models that help become more independent of this funding while increasing its actual impact on business operations.

To develop such a model and the respective courses, CSE Africa obtained the financial support of PeaceNexus for the recruitment of consultant(s) for the **"CSE Marketing and Development Project".**

CSE Africa wants to train more company staff in bridging the communication gap between companies and local communities and in preventing conflicts between companies and their stakeholders. In Cameroon and even the broader West African environment, few educational institutions touch upon business responsibility issues. However, those courses often remain rather theoretical. The CSE fills an important gap in providing practical trainings that prepare both graduates and professionals to work in difficult conditions in remote areas, where they interact with stakeholders, to prevent conflict and to preserve assets and livelihoods where companies have their greatest impact.

2. Objectives and approach

The project is based on the assumption that businesses in Cameroon and beyond have an interest in improving their stakeholder relations and that they will be willing to invest to strengthen the capacity of their staff members. It is also assumed that TFT CSE has a sufficiently good reputation and track record of change that will convince companies even

beyond its traditional sectors (forestry and agro-industry) of engagement to use TFT CSE as training provider. It is also assumed that TFT CSE can develop and deliver trainings which will not only attract sufficient participants and contribute to the financial sustainability of the center but also change the mind-set and behavior of participants which will translate ultimately into more conflict-sensitive business operation.

The overall objectives are:

- To increase the impact of TFT/CSE Africa on companies in and beyond traditional target sectors (logging and agro industries) by increasing the number of people trained and hence companies and other sectors impacted

- To ensure the financial sustainability, independence and ultimately growth of CSE through the provision of services tailored to the needs and operational restrictions of companies while maintaining the high quality of trainings and the excellent reputation of the center.

- The financial objective to be achieved is a turnover of minimum 100.000 GPD in 2016 generated through the sales of these newly created and existing courses to private sector clients

To achieve these objectives, **CSE Africa will recruit one or two consultants** with experience and a positive track record in:

- **market/client research, sales and marketing (ideally in the sector of executive education in the region)**

- **development of executive education models for companies (in-house and external) including the definition of learning outcomes, interactive adult learning methodologies**

This/those consultant(s) will help CSE understand and respond better to market needs. They will also help CSE use their existing reputation and success stories to make a convincing marketing case for potential clients. With this support and a marketing strategy worked out, CSE should be in a position to exploit the existing market opportunities.

3. Expected outputs deliverables

- A commercially self-sustaining, high quality course (or courses) based on TFT values that will attract at least 25 private companies with an average of 250 professionals and 50 graduates for training will generate at least 100.000 GBP turnover in 2016. Increased numbers of participants in high quality courses results in higher numbers of qualified staff managing conflicts and sustainability issues in companies across the region. The fact that companies pay for their staff to participate is a clear indication of the quality of the training provided by CSE

- Private sectors, investors, development and finance institution request for TFT/ CSE Africa training services in Central and West Africa. At least 20 inquiries are received in

2016 by institutions with no previous working relationship with TFT-CSE. This will demonstrate that TFT-CSE has managed to inform relevant stakeholders across the region about their service offerings so that institutions won't have difficulties accessing quality trainings

- A Platform or network is established with more than 25 private companies and finance or development institutions across Central and West Africa having an interest in the sustainable management of natural resources. This will help sensitize companies and drive the agenda of conflict-sensitivity, responsibility and sustainability through champions among the private sector

Deliverables:

Preparation phase:
- Overview of potential sensitization and marketing opportunities (December 2015- May 2016) and contract with one or two consultant(s)

Market Analysis phase:
- List of minimum 50 private companies and universities across West Africa with detailed needs in sustainable management of natural resources and commercial predictions for each and SWOT analysis of existing CSE training services

Product Development phase:
- Outline of a new CSE training model (course or courses) adapted to needs, commercial viability and interest of companies

Marketing phase:
- Strategic marketing plan according to priorities and target groups identified; short report summarizing sensitization and marketing activities as well as outcomes thereof; short report summarizing the experiences and outcomes/impact of the lab/platform established with companies and final report on implementation and outcomes of marketing plan

4. Reporting

The consultant(s) will work under the Supervision of TFT Central Africa Senior Manager based in Cameroon, and in close collaboration with the CSE Africa Project Manager. The Consultant(s) will ensure the transfer of knowledge and support the implementation of the plan. Deliverables will be shared with PeaceNexus at each phase.

5. Duration of Assignment.

The consultant will be engaged for a period of **50 days** with a maximum payment of **200 USD/day.**

Application criteria

- Excellent written and spoken French and English skills

Application in French or English should include a financial and technical proposal with detailed CV and a comprehensive methodology for carrying out the consultancy with an expected commencement date in **March 2016.** This is a challenging opportunity for a highly motivated professional. If you are interested in this consultancy please send your offer to e.ngatchou@tft-earth.org; cc: d.ndoumou@tft-earth.org with a subject line **"Consultancy for CSE AFRICA Marketing & Development Project"** to be **received on or before February 26th, 2016.**

Should you require any further clarification you can get in touch with Désiré Ndoumou Foe, CSE Africa Project Manager: Tel. (+237) 699 150 150 Or Skype: julesfoe1

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