**Annex 1: Sample ToR for 4S Marketeer**

**TERMS OF REFERENCE**

**4S Model Marketeer**

1. **Overview of the Assignment**

|  |
| --- |
| **From:** [Organisation] |
| **About:** |
| **Duration:**  |
| **Locations:** |

1. **About the Organisation**

[Include a description about the organization]

1. **Background of 4S Model/Project**

The 4S Technology Market Segmentation, called “the 4S Model” in short, is a go-to-market strategy developed by Swisscontact Cambodia under **Mekong Inclusive Growth and Innovation Programme (MIGIP)** and designed specifically to help the private sector introduce and promote new agriculture technology/machinery to farmers. [The organisation] has partnered with Swisscontact to implement the 4S Model in [Location name] to introduce [a new agriculture technology] to farmers.

1. **Assignment and Objectives**

**4.1. Assignment**

[The organisation] is looking for a competent person to be the 4S Marketeer who will be responsible for implementing the activities for the 4S Model on the ground level in [Location name]. The job requires the 4S Marketeer to conduct field data collection and set up meetings with farmers to create demand and to promote the use and the benefit of the new technology. The 4S Marketeer is expected to have a wide range of work experiences, such as experience working with stakeholders including farmers, the private sector, and NGOs, and experience in data analysis and marketing and sales strategy.

**4.2. Objective**

The objectives of the assignment are:

1. To implement the 4S Model in the target area in order to create demand for the new technology among farmers.
2. To support the private sector partner to implement the activities that would increase the sales of new technology.
3. **Scope of Work**

**Task 1:** Attend the 4S Model training as required.

**Task 2:** Collect information through conducting surveys and visiting farmers and households in the target area.

**Task 3:** Communicate with local authorities, such as village chiefs, to conduct the meetings and surveys.

**Task 4:** Pinpoint the locations of farmers, local workshops, lands, meeting, and technology demonstration location, on custom Google Map.

**Task 5:** Enter collected information into a designated digital platform.

**Task 6:** Identify potential farmers (tractor owners and farmers with big farms) to participate in the workshop and technology demonstration then arrange the list of potential buyers.

**Task 7:** Organise meetings among farmers to create demand (including everything from logistical preparation to farmers invitation and conducting the meeting).

**Task 8:** Provide support in organising workshop and the technology demonstration event.

**Task 9:** Prepare monthly workplan, activities implementation plan and reports.

**Task 10:** Perform other duties as required by the supervisor.

1. **Deliverables**
* Weekly update and monthly workplan.
* Monthly progress report.
* A comprehensive database of farmer and market information in the digital platform for the target area (including the list of potential buyers)
1. **Duration and Timing of the Assignment**

The period of this assignment is from [Date] to [Date]

1. **Remuneration**

Negotiable according to the project’s budget. However, the work is anticipated to require around [Period of time] in total from the consultant. The individual consultant will be hired by [the organisation] according to [the organisation]’s standards and regulations as specified in a separate contract.

1. **Required Skills**

The required skills of the consultant are as follows:

* Experiences working on the field and with local stakeholders, such as village chief and farmers.
* Experiences in data collection on the field is a plus.
* Willingness to travel down to the village level in [Location name]
* Good understanding of the context of agriculture in Cambodia and [Location name] is preferred
* Good communication skills in Khmer and English
* Very good interpersonal communication skill
* Computer literacy especially on Microsoft Word, Power Point and Excel and willingness to work with digital platforms and technology
* Be precise, accurate, and detail-oriented with documentation and data entry
* Experiences working with companies and the private sector is preferred
* Interest in growing in business skills and marketing strategies is a plus
1. **Application**

Interested applicants are requested to submit a CV (with concisely articulated roles and responsibilities for each previous position) and a cover letter detailing the individual’s suitability for the assignment. The application should be submitted no later than close of business on [Deadline]to the email address below. Please quote the reference on the subject line of your application. [The organisation] reserves the right to contact only applicants that have been selected for interview.

**Application(s) should be directed to:**

Name: []

E-mail: []