**TERMS OF REFERENCE**

**FACILITATOR: TRAINING OF PRIVATE EMPTIERS IN MARKETING STRATEGIES AND BUSINESS MANAGEMENT**

**SNV Netherlands Development Organisation**

SNV is a not-for-profit international development organisation that makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services. We aim for premium quality and focus on only three sectors: agriculture, energy and water, sanitation and hygiene (WASH). With a long-term, local presence in over 25 countries in Asia, Africa and Latin America, we know how governments work and how relationships are built. Implementing our mission exclusively through project financing requires us to work efficiently and invest in operational excellence every day. Our team of more than 1,300 staff is the backbone of SNV.

**The Chambeshi - Lukanga Sanitation & Hygiene Project**

SNV Zambia is implementing the multi-country, Dutch funded Chambeshi-Lukanga Sanitation & Hygiene project in partnership with Chambeshi and Lukanga Water and Sanitation Companies as well as the respective Local Authorities of Kabwe, Kasama, Mbala, Nakonde and Mpulungu. The 5 years project (2017-2022) aims to sustainably improve access to and use of sanitation services and improve hygiene behaviours for 200,000 and 260,000 people respectively in peri-urban/urban areas. It is built on three core strategic objectives, namely (1) increasing demand for improved WASH facilities and practices, (2) improving the quality-of-service provision and by (3) improving governance of the sector.

**Background to the assignment**

Chambeshi and Lukanga Water Supply and Sanitation Company is currently implementing the Delegated Management Model (DMM). Through the DMM both Chambeshi and Lukanga has entered into an agreement with a private companies called Jombololo Services in Nakonde and Twikatane Environmental Services (TES) in Kabwe respectively to provide emptying services on behalf of the utility to peri urban areas of Kabwe town. This has enabled the utility to expand access to emptying services to the urban and peri urban areas of Nakonde town and Kabwe town. Through the support from SNV, the private companies have been trained in Occupational Health and Safety; and in mechanical desludging using an evac equipment. Following, the survey conducted by SNV in February 2021, only 4% of the households had access to emptying services in Kabwe while in Nakonde only 3%. In this regard, SNV would like to hire a consultant to train the TES in strategies on how to market their business. In addition, train them on principles on how to manage their business.

**Objective of the assignment**

Capacity build TES in Marketing and Business management

**Scope of work**

* To develop content for Training of TES for Five day’s training
* Facilitation of the training for TES in how manage and grow a business; and Strategies on how to market a business
* Training TES in basic record management
* Prepare necessary training handouts for the participants
* Develop marketing tool(s) for TES
* Co-develop a marketing plan for TES

**Expected outputs and deliverables**

* Prepare and submit training contents, Handouts, and training delivery schedule
* Develop and submit marketing tools for TES
* Develop a marketing plan for TES
* Capacity build TES in record management

**Assignment location and Period**

The assignment period is for 25 working days. The estimated start date is 6th December 2021. The assignment will be Conducted from Kabwe town.

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| **S/N** | **Assignment** | **Expected date/time** |
| 1 | Development of training content, handouts, marketing plan and delivery of the training  | 20 days |
| 2 | Develop marketing tools and finalisation of marketing plan | 5 days |
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**Consultant(s)/facilitator qualifications**

* Minimum of a university degree in business management or any other Social Science or other relevant field;
* Minimum of 5 years of experience in providing/ conducting training and training guidelines of a similar nature
* Knowledge of the Zambia Water, Sanitation and Hygiene Sector
* Experience in managing and growing businesses
* Proven capacity to develop a marketing plan
* Knowledge on with the operations of the Local authority and Commercial water utilities
* Proficiency in oral and written English. Proficiency in bemba or Nyanja will be an added advantage

**Reporting**

The consultant will be accountable to the SNV Country Director through the WASH Sector Leader. The daily coordination shall be done through the SNV WASH Governance Advisor

**How to apply**

Please send your applications to zambiaprocurement@snv.org by 22nd November 2021 at 17:00hrs with subject: **“Facilitator – WASH Business and Marketing Training” comprising of the following documents**

1. **Technical proposal highlighting**
* Experience working on similar assignments
* Demonstratable understanding of the assignment
* Knowledge on Zambian Water, Sanitation and Hygiene Sector
* Proposed work plan
1. **Financial proposals**
* Proposed fees per day
* Breakdown of costs
1. **CVs of the proposed team**