**Terms of Reference (ToR) for Trainer on Basic Online Business Skills**

**1. Background**

Kosova - Women 4 Women (KW4W), as part of the "Together Building Resilience" project supported by the United Nations Trust Fund (UNTF), is seeking **one (1) trainer** to deliver basic online business skills training for 75 women beneficiaries of the project from six municipalities. The training aims to inform them about online business opportunities, customer engagement, and online advertising to empower them and enhance their understanding of these areas.

**Project Goal:**

Marginalised women who are at an increased risk for VAWG as a consequence of the COVID-19 pandemic crisis in six municipalities (Drenas, Lipjan, Shterpce, Skenderaj, Podujeve, and Ferizaj) feel more confident and empowered to live a life free of violence.

**2. Objectives**

* Inform participants about basic concepts of online business.
* Introduce participants to strategies for customer engagement.
* Provide an overview of basic online advertising platforms and strategies.
* Highlight free and accessible platforms that participants can use to start their online presence.

**3. Scope of Work**

The trainer will be responsible for the following activities over a period of two days per group:

**Introduction to Online Business**:

* Basic concepts of managing an online presence.
* Overview of free and accessible platforms for starting an online presence.
* Utilizing social media platforms for marketing.
* Creating online product listings.

**Online Customer Engagement**:

* Strategies for engaging with customers online.
* Practical exercises on responding to customer inquiries or comments.
* Understanding the importance of online reviews.
* Utilizing direct messaging to communicate with potential buyers.

**Basic Online Advertising**:

* Introduction to online advertising platforms, such as Facebook Ads or Google Ads.
* Basic setup of ad campaigns.
* Defining target audiences and understanding advertising budgets.

**4. Deliverables**

* Conducting training sessions on the aforementioned topics.
* Providing practical exercises and hands-on activities suitable for beginners.
* Developing training materials and resources that are accessible and easy to understand.
* Preparing a final report summarizing the training sessions and participant feedback.

**5. Timeline**

* The trainer will work for six days, conducting two days of training for each of the three groups of women.
* Trainings will start in August and finish before September 13, 2024.
* Specific dates for the training sessions will be finalized in consultation with K-W4W.

**6. Qualifications**

* Bachelor’s degree in Marketing, Business, or a related field; a Master’s degree is an advantage.
* Proven experience in online business management, customer engagement, and online advertising.
* Previous experience in delivering trainings and workshops, particularly to beginners or marginalized groups.
* Strong communication and interpersonal skills.
* Ability to simplify complex concepts and present them in an accessible manner.

**7. Application Process**

Interested candidates should submit the following:

* A short concept note that highlights key subjects in the training manual.
* CV.
* References for similar assignments.
* A financial offer.

**8.** **Submission Deadline**

The application deadline is postponed until **August 25th, 2024**. Please send all required documents with the subject line: **" ONLINE BUSINESS TRAINER APPLICATION"** to the email: human.resources@k-w4w.org.

*Kosova - Women 4 Women does not discriminate based on race, color, age, gender, sexual orientation, religion, national origin, marital status, matriculation, physical or mental disability, personal appearance, family responsibilities, political affiliation, or status as a disabled or veteran or any other status.*