



This project is funded by
the European Union



Terms of Reference

Marketing and branding specialist

Duty Station: Lankaran Economic district of Azerbaijan

Client: Eurasia Partnership Foundation (EPF)

Description of Assignment: Branding and development of marketing strategy

Duration of Assignment: 3 months

Contract Type: Individual Contract

Deadline for applications: 30 June 2021

BACKGROUND/OVERVIEW:

With the financial support of the European Union, Eurasia Partnership Foundation in partnership with “Constitution” Research Foundation is implementing a 24-month "AgriVision" project in Lankaran economic region. The goal of the project is to create and test a sustainable replicable agro-tourism / ecotourism development mechanism that would help rural households in the southern region of Azerbaijan increase their revenue and intensify the connection between urban and rural in Azerbaijan.

Objectives:

One of the main goals of the project is to increase the visibility and outreach of agri / eco-tourism destinations in southern Azerbaijan for in-country and overseas audiences through marketing and branding. Thereby Eurasia Partnership Foundation will assemble a team of local and/or foreign marketing and communications experts who will prepare a marketing plan and branding package for all selected tourist destinations based on the results of expert assessments carried out under the project.

Scope of Work:

- Research, analysis and identification of local and international tourism market, agro / eco tourism requirements;
- Development of marketing strategy of agrarian / eco-tourism destinations covered by the project, development of plans and projects;
- Identification of advertising and promotional needs, preparation of promotions and proposals;
- Development of EMC strategy for each TD;
- Development of a branding package that will be an important part of the marketing plan for agrarian / eco-tourism services offered in the project region (The package will include logos, other components necessary to create a single, recognizable and memorable brand for project tourism spaces).

Requirements:

- Higher education in the relevant field;
- Minimum 3 years' experience in marketing and branding;
- Knowledge of Azerbaijani and English languages
- High oral and written communication skills;

- Entrepreneurial and creative qualities;
- Work experience in the field of tourism and regions is considered as an additional advantage.

KEY DELIVERABLES AND TIMEFRAME

Surveys and Research	01 July 2021 – 01 August 2021
Marketing plan	20 July 2021 – 20 September 2021
Branding package	30 July 2021 – 20 September 2021

REPORTING:

The incumbent will be reporting to the Project Manager. The incumbent must ensure timely fulfillment of his/her assisting and support actions, thus making timely and sufficient contribution to the timely preparation and submission of the inputs. The expert shall maintain regular communication and coordination with all parties overseeing the implementation of his/her duties.

MONITORING:

The monitoring of fulfillment of the assignment by the specialist will be conducted by Eurasia Partnership Foundation's experts and manager of the concerned project.

TRAVEL:

No international travel is envisaged at this point. The local travels are planned, which will be covered in accordance with rules and procedures.

PAYMENT TERMS

- Payments will be made in accordance with Service Contract and its requirements

HOW TO APPLY:

Interested candidates are invited to send financial offer and CV/resume to **info@epfound.az** by June 30. Please, write "**Marketing and branding specialist**" as a position title in the subject line. Only shortlisted candidates will be contacted.