

طلب إبداء الاهتمام – مدرب/ة في التسويق وتعريف المنتجات

تلقى مركز أبحاث الأراضي منحة ضمن مشروع "التعافي الاجتماعي وخلق فرص العمل" الممولة من البنك الدولي ، بإشراف وزارة المالية والتخطيط، وتنفيذ مركز تطوير المؤسسات الأهلية الفلسطينية ، بغرض تنفيذ مشروع سند والذي يهدف إلى تمكين النساء والأشخاص ذوي الإعاقة من خلال التدريب والتأهيل ودعم إنشاء مشاريع ريادية صغيرة، بما يعزز خلق فرص العمل والتعافي الاقتصادي للمجتمعات المحلية.

ويرغب مركز أبحاث الأراضي في اختيار مدرب/ة مؤهل/ة وذو/ذات خبرة في التدريب على التسويق وتعريف بالمنتجات في هذا المجال بواقع 6 ساعات تدريبية في أربع محافظات وهي: (الخليل ، بيت لحم، أريحا، ونابلس) . ويتناول التدريب عدة محاور مع التركيز على التسويق وتعريف المنتجات .

يمكن الحصول على المزيد من التفاصيل عن مهمة العمل المطلوبة من الشروط المرجعية الخاصة بالمهمة المرفقة.

وفي هذا السياق، يدعوكم مركز أبحاث الأراضي للتقدم بطلب إبداء اهتمام لهذه المهمة، وذلك بإرسال السيرة الذاتية التي توضح وصف لمهام مماثلة قام/ت بها المدرب/ة من قبل، والخبرات السابقة في نفس مجال المهمة.

يمكن الحصول على مزيد من المعلومات على العنوان أدناه من الساعة 8:00 صباحاً حتى 04:00 مساءً.

على أن تعاد العروض الفنية والمالية في ظرف مغلق ومختوم إلى المكتب الرئيسي لحلول - الشارع الرئيسي / عمارة النتشة / الطابق، في موعد أقصاه الساعة الثانية عشر ظهراً من يوم الأحد الموافق 2026/08/09.

تسليم العروض: يجب تسليم عرضين فني ومالي بحيث يوضع كل عرض في مغلف منفصل مغلق ومختوم ومكتوب على المغلف بوضوح نوع العرض فني أو مالي، ثم يوضع كلا المغلفين في مغلف واحد مغلق ومختوم ومكتوب عليه بشكل واضح معلومات العرض واسم المشارك/ة في العرض، ولن يتم قبول أي عرض يتم إرساله عبر البريد الإلكتروني أو الفاكس.

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المزيد من التفاصيل الرجاء الاطلاع على الشروط المرجعية ادناه

Terms of Reference

Marketing and Product Clarification Training

1. Background

As part of the World Bank–funded "Social Recovery and Job Creation" Project, supervised by the Ministry of Finance and Planning and implemented by the NGO Development Center, Land Research Center has received a grant to implement the Sanad Project. Sanad aims to empower women and persons with disabilities by providing training, capacity building, and support for establishing small entrepreneurial projects, thereby contributing to job creation and the economic recovery of local communities.

Many potential trainees have strong technical or production skills (e.g., agriculture, food processing, handicrafts, small trade) but limited prior exposure to defining their product or service clearly, understanding their target market, and applying basic marketing practices. Without this foundation, small projects funded through grants are at higher risk of producing goods or services that do not match market demand, pricing them incorrectly, or failing to reach and retain customers. This training is designed to close that gap and improve the sustainability and impact of Sanad-funded projects.

2. Objectives of the Assignment

Overall Objective: to build the basic marketing and product clarification capacity of Sanad project beneficiaries so they can clearly define their product/service and reach their target customers effectively.

Specific Objectives

By the end of the training, participants will be able to:

- Clearly define their product or service, including its features, benefits, and what makes it distinct.
- Identify and describe their target market and customer segments.
- Set a competitive and realistic price for their product/service based on cost and market conditions.
- Apply basic promotion and customer outreach practices suited to a small/micro enterprise.
- Organize their product or service offering for effective local sales and distribution.
- Identify basic marketing risks (e.g., weak demand, competition, seasonality) and simple ways to manage them.

- Understand basic branding and customer relationship practices to build trust and repeat business.

3. Scope of Services

The trainer shall be responsible for the following:

- Develop a detailed training agenda and training materials tailored to the needs of the participants and submit them for approval before implementation.
- Deliver 6 training hours for six groups in four governorates: Hebron (2 groups), Bethlehem (2 groups), Jericho (1 group), Nablus (1 group).
- Apply participatory and interactive training methodologies.
- Conduct pre and post training assessments to evaluate participants' learning.
- Submit a final report summarizing the training activities, outcomes, challenges, and recommendations.

4. Training Modules

The training (6 hours per governorate) shall cover the following topics:

- Introduction to Marketing and Product Clarification.
- Defining Your Product or Service and Its Value.
- Understanding Your Target Market and Customers.
- Pricing and Positioning for Small Projects.
- Promotion and Customer Outreach on a Small Budget.
- Basic Branding and Customer Relationship Building.

5. Deliverables and Timeline

Deliverable	Description	Due Date
Training plan and materials	Detailed agenda and training materials approved before implementation	Before training
Training delivery	Delivery of 6 training hours to six groups in the four governorates, including pre/post assessments	As agreed with LRC
Final report	Final report including attendance sheets, assessment results, photos, and recommendations	Within three working days after completion of the final training

6. Duration of the Assignment

The assignment shall be implemented according to the agreed training schedule and includes the preparation, delivery, and reporting phases.

7. Reporting and Supervision

The trainer shall work under the supervision of the designated LRC project team. All deliverables shall be reviewed and approved by LRC before final payment.

8. Qualifications and Experience

- A minimum of a Bachelor's degree in Marketing, Business Administration, Economics, Entrepreneurship, or another relevant discipline.
- At least three (3) years of demonstrated experience in delivering marketing, branding, or product development training.
- Proven experience in training entrepreneurs, cooperatives, or community groups.
- Strong facilitation, communication, and interactive training skills.
- Experience in helping small businesses define and position their products or services.

9. Payment Schedule

The contract is a lump-sum contract. The total amount shall be paid as a single payment upon completion of the assignment and the submission and approval of all required documents, as follows:

Payment	Condition	Percentage
Single payment	Upon completion of the assignment and the submission and approval of all required documents (training plan and materials, attendance sheets, pre/post assessment results, photos, and final report)	100%

Payment shall be made against an original official invoice and in accordance with the project's approved procurement and financial procedures (including withholding tax at source where applicable).

10. Submission and Contact

Interested candidates are invited to submit:

A Letter of Interest.

An updated CV highlighting relevant experience and similar assignments.