



REQUEST FOR APPLICATION

Term of Reference for eCommerce Marketing Consultant

BeadWORKS creates opportunities for pastoralist women in northern Kenya to translate their traditional beading skills into much-needed income. A business line of NRT Trading, the commercial arm of the Northern Rangelands Trust (NRT), BeadWORKS is part of a powerful and growing movement to transform lives. By promoting peaceful community partnerships, we are committed to conserving natural resources and wildlife through self-governed, community-owned conservancies and sustainable, social, and ethical enterprise.

BeadWORKS meets women where they are on their journey of livelihood-improvement and makes it possible for them to earn incomes and retain their traditional, semi-nomadic lifestyles. Our design, training and sourcing processes deliver the high-quality products which international customers require, while respecting and supporting the needs and demands of pastoralist cultures. The BeadWORKS products come from individual artisans, self-governed women's groups, and meaningful community relationships – not factories. We involve the women in refining product quality and design, improving their skills and building group leadership. Our products not only embody the integrity of the artisans who make them, but also support the survival of the wildlife who depend on them.

We are looking for services of an experienced and innovative **eCommerce marketing consultant** to assist in optimizing our current eCommerce platform (<https://www.beadworkskenya.com/>) and to develop and deploy marketing strategies to increase Beadworks sales.

Specific goals

- Increase B2C sales through the eCommerce platform.
- Improve the website, social media, newsletters, and other communications engagement.

Expected Outputs

1. Optimize the design and layout of the Shopify platform for increased conversions (easy ordering and payment experience to buyers).
2. Improved website graphics and gallery layout to enhance the display of Beadworks as a ***lifestyle brand*** while ensuring consistency and adherence to brand guideline and colors.
 - a. Initially utilizing existing product photography and videos.
 - b. Propose a costed plan to upgrade the product photos to be able to better connect with consumers.
3. Create processes for, and train Beadworks staff to manage the website, manage stock levels, track engagement, and support and follow up with customers. Note: This will require for time to interface with Beadworks team to train them.
4. Increase outbound social media marketing and PR efforts:
 - a. Create a plan for content on Facebook, Instagram, twitter and tik-tok within the first month and their execution for the next five months.

- b. Create a plan for email and newsletter marketing withing the first month and its execution for the next five months.
5. Increase B2B sales through increased brand recognition and awareness, and a landing page on the eCommerce site for enquiries.
6. Support and maintenance: Administrative and technical support, quality control for a period of 6 months after the first six months of the contract.

Duration of the Work

The duration of the contract shall be for a maximum of six working months, commencing from the date of the signed agreement; with an additional 6-month support and maintenance commitment.

The consultant will work closely with the BeadWORKS Team and will from time to time submit and share the progress of activities as agreed.

Request for Application

If you or your company can deliver on the above specifications, please send your application to reach us by close of business on **Friday, 31st MARCH 2023** to: trading@nrt-kenya.org addressed to: CEO, Northern Rangelands Trading Limited, with subject title 'Provision of individual consultancy services for Beadworks eCommerce website. REF NO: NRTT/MAR/001/2023.'

Please be sure to include:

1. Your relevant experience preferably 3 years and above with clear performance track record.
2. List a professional reference who can vouch for your work.
3. Your plan on how you would work with us and go about delivering on the outputs.
4. Your expectation for financial remuneration for a consultancy of this nature; including the 6-month support and maintenance. (Please note that remuneration will be made in installments based upon outputs/deliverables, so kindly structure your proposal as such).
5. A daytime telephone contact and email address.

Only shortlisted candidates will be contacted.