

---

Contractor Opening No.: ITC/CIC/61/2022

Date: 31 October 2022

---

The International Trade Centre is looking for a/an:

### GTEX MENATEX Global – Knowledge Management – Digitalization

Division/Section:	Division of Enterprise Competitiveness and Institutions – Sector and Enterprise Competitiveness – Fibres, Textiles & Clothing
Type of assignment:	International Consultant
Type of contract:	Daily Based
Duty Station:	Home Based
Duration of assignment:	16 days
Application period:	31.10.2022 – 30.11.2022

---

## Terms of Reference

---

### **Background**

Established in 1964, the International Trade Centre (ITC) is the multilateral agency dedicated to supporting the internationalization of SMEs with a focus on trade. The International Trade Centre (ITC) implements the GTEX / MENATEX programme over a period of 4 years ending in December 2022. It is co-financed by the Swiss Government under the Global Textile and Clothing Program (GTEX - Egypt, Morocco, Tunisia, Kyrgyzstan and Tajikistan) as well as by the Swedish Government under the Programme for the Middle East and the Middle East. North Africa on textiles (MENATEX - Egypt, Jordan, Morocco and Tunisia).

The project intends to increase export competitiveness in the T&C sector in selected countries. More competitive enterprises in this key manufacturing sector for the country contribute to achieving targets linked to the 2030 Agenda, particularly related to SDG 8 “promoting sustained, inclusive and sustainable economic growth, full and productive employment”, SDG 12 concerning “responsible consumption and production”, SDG 9 “industry, innovation & infrastructure” and SDG 5 “gender equality”. The envisaged impact of the project is to increase employment and income along the T&C value chain. To achieve this long-term objective, the project foresees to accomplish two major outcomes until its end. One is related to the institutional infrastructure around the sector, including policy aspects, where required, and is formulated as “Improved business environment and TISI performance in the T&C sector”. The second outcome targets the enterprise level, which is formulated as “Improved competitiveness of SMEs in the T&C sector”.

A global component on Knowledge Management and Policy Dialogue will complement and foster country level interventions, as well as facilitate peer learning and networking at a regional and a global scale. Formally integrated under outcome 1, it is composed of two outputs. Firstly, the global component will contribute to creating knowledge with a view to influence behaviour at TISI and enterprise level. Knowledge creation and its management includes identifying and sharing best practices among the five priority countries in the T&C sector, good practices globally in competing countries as well as utilizing available know-how and skill bases of networks the programme will partner with. It will lead into policy advice as well as the creation of advanced training material implemented under outcome 2. Secondly, it will ensure strategic linkages with suitable global T&C networks and a peer review mechanism, in the form of T&C Expert Forum, will be established.

Under the global component, the programme will create a virtual learning platform aiming at providing a one-stop shop for all learning materials related to fibres, textile and clothing. In order to do so, several F2F training curricula and content will need to be transformed into e-learning courses which

will later be uploaded on the virtual learning platform. The self-paced e-learning courses will provide participants with basic knowledge in order to allow wider dissemination and traction. They might become a pre-requisite for further coaching and more advanced training supported by the country projects.

### **Copyright**

English

### **Description of Duties/Responsibilities**

The consultant will work under the overall guidance of the Programme Manager of GTEX MENATEX programme and in collaboration with the GTEX/MENATEX Project Manager based in Geneva, and perform the following tasks:

- Design storyboards in English for 1 e-course which will focus on the following topics:
  - *Digitalization in the T&C sector* This e-learning course will be composed of 3 modules + 1 case study.
  - Existing training materials will be provided to the consultant by ITC team.
- The e-course will follow ITC e-learning design framework and methodology that is:
  - Time required to study each module/case study is approximately 1 hour.
  - Storyboard skeletons are approx 20 pages long. Templates will be provided by ITC team.
- For each e-course, the consultant will perform the following duties as mentioned below:
  - Advise the project team members (ITC staff) on and elaborate key learning points and core issues related to the relevant course;
  - Take part in 1 x course mapping session (2 hours) with Senior Adviser, Online Learning Development to map the course outline
  - Take part in module story boarding sessions (2 hours each for each module) with Senior Adviser, Online Learning Development to develop module skeletons for each module
  - Take part in case study design session ( 2 hours each for each case study) with Senior Adviser, Online Learning Development to develop the case studies for the course
  - Prepare video scripts for narrator and mentor videos which objectives are to introduce modules objectives and answer questions on various aspects of the content as designed in the module skeletons;
  - Identify and select potential contributors to the course (through videos, photos or articles) such as practitioners in the field, SME owners etc.
  - Develop the contents and exercises for all modules in accordance with the designed module skeletons after having completed item 2 and 3 above. Content include written text and diagrams that will be incorporated into the visual slides as well as videos, pictures, photos, and any additional information that could be shared such as websites links, publications, etc.
  - Develop case study exercise in accordance with the case study design template, after having completed item 4 above; and
  - Combine the various component into a coherent on-line learning course and review the final produced course.

### **Expected Outputs and Timelines (with the timeline for each output)**

Output 3 – Digitalization e-learning course in English, submitted including 3 modules content and 1 case study exercise –

### **Travel**

No

### **Payment Schedule – Daily**

**Skills**

- Ability to be flexible and keep tight deadlines.
- Computer literate in MS office applications (PowerPoint, Excel and Word).
- Experience with graphic design is desirable
- Knowledge of issues related to T&C sector is a plus

**Education**

- Undergraduate degree (BA/BSC or other)
- Advanced degree (MA/MSc or other)
- Post-graduate degree (PhD or other)
- Secondary school
- Other

**Indicate the field of studies:**

- Economics, business administration, textile and clothing engineering, corporate sustainability, or related field.
- Extensive relevant experience may be accepted in lieu of the university degree.

**Experience required (number of years in which area)**

Required Experience:

- At least 10 years of experience working in the textile & clothing sector.

**Other Experience:**

The consultant should fulfill the following criteria:

- Track record of working in the T&C sector;
- Previous experience in instructional design and e-learning design is an asset;

**Language**

- Fluency in both written and oral in English.

**Copyright clause:**

The Consultant must ensure that he / she has obtained the necessary authorizations in respect of the intellectual property rights required to perform its services under this consultancy contract and for subsequent dissemination by the ITC in any form whether it be. The documentary evidence must be submitted to the ITC. He / she must also ensure accreditation to eventual events, if necessary. If license fees are due for the use of copyrighted materials of third parties, the Consultant will need to request permission from ITC.