

Gender Development Association

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Consultancy Services for Basic Marketing Training

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Description

Report to: Director, Gender Development Association

Duration: 15 days in February-March 2025

The organization's background:

Gender Development Association (GDA) is a leading gender rights non-profit association, working throughout Lao PDR since 1991. GDA works to empower women, promote gender diversity, and support disabled people to achieve gender equity through joint action, knowledge sharing, and ending gender-based violence and discrimination.

The background of the project:

The organization's background:

Gender Development Association (GDA) is a leading gender rights non-profit association, working throughout Lao PDR since 1991. GDA works to empower women and men to achieve gender equity through joint action, knowledge sharing, and ending gender-based violence and discrimination. The GDA team is based in Vientiane Capital and works in rural communities throughout Laos, as well as with our network of international partners.

The project's background:

Promoting climate-resilient agricultural model families and gender equality in community projects aims to strengthen rural families, women, and their participation in climate change adaptation in Fueang District. The project aims to create climate-resilient agricultural model families to ensure food security and expects them to share their knowledge and skills with others in the community after the project ends while promoting gender equality in communities through training and campaigning activity.

The Scope of work

Scope of work:

A marketing trainer to conduct training on basic marketing principles for community members in a village setting. The training program seeks to enhance the marketing and sales capabilities of community members in a village setting. By equipping them with practical skills in product promotion, effective communication, customer service, negotiation, and knowledge of various sales channels, the program aims to empower individuals to successfully market and sell local products within their

Hiring organization

Gender Development Association

Duration of employment

Duration The consultancy is expected to be carried out in Feb-Mar 2025. Actual dates will be agreed upon with the selected consultant(s) and based on the consultant's proposal.

Date posted

January 27, 2025

community as well as explore other marketplaces.

Conducting training on basic marketing focuses on:

1. Improving Market Access for Community Products in the Province
2. Marketing fundamentals and sales (USP, 4P, Selling skills, Negotiation, Persaud, etc)
3. Branding and storytelling, etc.

These trainings will equip villagers with the knowledge and skills necessary to significantly enhance their livelihoods, boost agricultural productivity, and improve food security, particularly emphasizing marketing and sales strategies to increase their incomes.

Marketing Training Curriculum Overview

- Covers fundamentals of marketing like key concepts, market analysis, target audience identification, product positioning, and pricing strategies.
- Develops practical sales techniques like effective communication, customer service, negotiation skills, and handling customer objections.
- Explores various sales channels like direct sales, local markets, and online markets.

Trainer Responsibilities:

- Developing interactive training sessions.
- Preparing and distributing training materials.
- Facilitating group discussions and activities.
- Providing constructive feedback and support.
- Responsibilities include maintaining accurate records of training attendance and participation, compiling comprehensive training reports, and administering pre- and post-tests.

Deliverables

- Develop simple tools and provide training materials/handouts tailored to support the adoption of basic marketing training.
- Conduct training sessions and provide narrative reports, including challenges, successes, and recommendations for improving project outcomes.
- Submit a final report summarizing outcomes, lessons learned, and recommendations related to the training titles.

Deliverables

Desired Qualifications and Key Competencies:

- A master's degree in marketing, business administration, or a related field is highly preferred.
- Minimum of three years of experience in providing marketing/sale training
- Proven experience in conducting marketing trainings, preferably with rural communities.

- Proven success in delivering training in the areas mentioned above.
- Excellent communication, presentation, and facilitation skills.
- Expertise in sharing knowledge and skills related to marketing practices.
- Proficiency in spoken and written English and Lao.

Application Submission

How to apply:

Submit your application by **07 February 2025**, including your CV and letter of interest. Applications must be submitted by e-mail only in PDF file to email: info@gdalaos.org with a CC to yongsakhone49@gmail.com and Phonethip.gda624@gmail.com in the title: **Application – Consultant for Basic Marketing Training**. Only shortlisted candidates will be contacted for an interview.

Note:

- *Applicants are encouraged to attach a training plan, including potential lessons (PPT, PDF), key knowledge-sharing points, and expected outcomes from the training. The training is expected to be conducted for two days. (one village/day)*
- *Most villagers completed primary school and secondary school. Therefore, the training materials and handouts should align with their educational levels.*

Consultant fee: Negotiable