

## **EBRD's BUSINESS CLINICS PROGRAMME FOR THE REPUBLIC OF CYPRUS**

### **Call for interest from coaches with expertise in: DIGITAL/ONLINE MARKETING**

European Bank for Reconstruction and Development (EBRD) [Business Clinics Programme](#), launched in Nicosia, Cyprus on 10/06/2019, offers up to 32 free hours of individual coaching sessions by local or international experts, to a number of approved early stage Cypriot businesses. Coaching services should be delivered between 01/09/2019 and 30/11/2019. The objective of the Programme is to assist the founder/manager of each new business (coachee) to achieve sustainable growth and viability of their company.

GrantXpert Consulting Ltd, which has been selected by the EBRD as Project Manager of the above Programme, shall, in close collaboration with the EBRD, carefully select and appoint the appropriate coach to each coachee, taking into account the priority needs of the coachee's new business.

Eligible coaches/consultants, with specialisation and experience in **Digital/Online Marketing for early stage enterprises are invited to submit their applications.**

#### **Main Responsibilities shall include:**

- Study coachee's company profile, operations and products so as to understand better its specific digital/online marketing needs, contributing to the growth of the company's sales and the achievement of its overall strategic goals.
- Give expert advice on the formulation of an effective digital/online marketing strategy.
- Advise the company on how to build and implement effectively annual digital marketing plans, aiming at the achievement of strategic marketing goals.
- Stress the necessity of identifying regularly new digital marketing trends so that the company's brand is ahead of competition.
- Advise company on best practices in developing and managing effectively digital marketing campaigns.
- Advise company on how to improve user experience and content of company website, in order to substantially increase awareness, conversion rates and sales.
- Advise the company on how to track its website traffic flow and provide internal reports regularly.
- Advise company how to use effectively various social media, for different target groups, to achieve strategic marketing goals.
- Advise the company how to use social media to improve marketing KPIs, likes, shares, conversion rates, etc.
- Encourage the company to enhance the virality and brand awareness of its products/services, by making short videos to be shared in social media and the website of the company.
- Give expert advice on how to use webinar marketing to connect online with a wider audience and promote the business.
- Advise the company on the significant contribution that e-trading can make towards its efforts to expand globally.

#### **Profile of potential candidates:**

- MSc degree in Management, Business Studies, Marketing, Digital Marketing or other relevant field. **An equivalent in working experience is also acceptable for the position.**
- Around 10 years post-qualification experience in a position with similar responsibilities as above.
- A proven track record of providing actionable solutions to similar projects (such projects and their outcome to be described in the support letter) is a plus.
- Excellent organizational and time management skills.
- Outstanding communication and interpersonal skills.
- Excellent presentation skills.
- Critical thinker and problem solver.
- Eagerness to help young businesspeople in developing and growing their new business further.

### **Key provisions of the contract to be signed by the selected coaches/consultants with GrantXpert:**

1. Description of the coaches' specific terms of reference, which should aim at solving the priority needs of the businesses to be coached, through 32 hours of individual coaching sessions during the period 01/09/2019-30/11/2019.
2. Reports to be prepared by coaches (on templates to be provided to them by GrantXpert):
  - Until end of September 2019, the initial coaching plan should be prepared and submitted to GrantXpert, which will validate the content against the reported business needs of the coachee, along with the relevant timeline.
  - By the end of October 2019, an interim report on the progress made should be submitted to GrantXpert for review/discussion, with a view to solving issues identified (if any).
  - By the 13th of December 2019, the latest, a final report with conclusions/recommendations should be prepared on the coaching service delivery for each business and submitted to GrantXpert for review and discussion.
3. Remuneration of **coaches/consultants**.
  - There is a maximum of €1000 (one thousand euros) for the total of 32 hours of individual coaching time to be delivered to each Coachee under provisions stipulated above.

### **How to apply to be a coach under the Business Clinics Programme:**

Interested applicants must provide the following:

- A recent and detailed CV (up to 5 pages max.).
- A separate document, in the form of a support letter, providing evidence of their qualifications, expertise and track record described analytically, relevant to the quoted coaching profile. This resume is not necessary if their CV/short BIO covers satisfactorily the required information.

Applications with all the above documents should be submitted electronically via email to [charis@grantxpert.eu](mailto:charis@grantxpert.eu).

The deadline for the submission of applications is the 31<sup>st</sup> of July 2019.