

## **TERMS OF REFERENCE (TOR): JOB MATCHING THROUGH DIGITAL GIG PLATFORM**

### **LOCALTION: ADDIS ABABA**

#### **I. GENERAL BACKGROUND**

Addis Ababa is one of the fastest growing cities in Africa, but even with all this growth, many people are being left behind. Particularly disadvantaged within this growth are women whose culturally defined roles prohibit them from accessing many of the jobs and income generating activities which would allow a transition out of poverty, and young people, for whom the growth in opportunity is being greatly outpaced by the growth in their number.

Despite chronic unemployment in Addis Abeba, there is a problem of matching supply and demand which is primarily a problem of labor exchange/information. One major challenge in employment, is lack of effective and inclusive job match-making functions provided by different actors in the market which in turn lead to unfilled vacancies, and lower employment rate among women and youth. This has impact on both demand and supply side: on the demand side women and youth are not accessing jobs within their skill level and on the supply side employers are not getting the right candidates for the open posts they have.

In response to the challenges of unemployment in Addis Abeba, Mercy Corps in partnership with the consortium partners is implementing a poverty reduction programme called The Livelihoods Improvement for Women and Youth (LIWAY)s. LIWAY is contributing to sustainable poverty reduction and social stability in Addis Ababa by increasing incomes through improved wage and self-employment opportunities, primarily for poor women and youth. Mercy Corps' labor market system aims to address the constraints critically impeding in the labor sector from accessing employment opportunities and better paying jobs to women and youth in Addis Ababa.

Addressing the youth unemployment challenge requires a multipronged and innovative approach backed by inclusive digital technologies. Ethiopian Gig economy has been growing rapidly. According to the CSA 2018 survey, 1.34 million people (nearly one fifth) of people worked in the informal sector in urban areas where most digital gig work is done. This growth, and the concurrent increase in gig jobs, represent a significant opportunity to help overcome the challenges of unemployment and underemployment currently faced by the country and creates a huge opportunity for digital gig platforms to tap into this labor market. However, the growth of the gig labor market requires an effective and inclusive labor exchange infrastructures that matches the preference of Ethiopians living in the urban areas. In order to address the issue of gig job matching and labor market information, LIWAY would like to partner with a potential digital gig job matching service provider to create an inclusive gig employment opportunity for women and youth living in Addis Abeba.

## **II. OBJECTIVES**

The purpose of this assignment is to closely work with a potential digital gig job matching service provider and setup a user-friendly digital gig job matching platform that will provide sustainable and inclusive service to gig job seekers and employers. The gig matching platform is expected to offer relevant services for both employers and job seekers such as but not limited to offering job search, advanced filter, job posting, application tracking system, candidate matching system, information on employability skill, and etc.

## **III. SCOPE OF WORK**

- Set up an inclusive and user-friendly digital gig job matching platform and connect women and youth with potential employers through mobile application/web application, call centers and SMS.
- Design and develop innovative and creative marketing campaigns through online and offline media to attract employers and job seekers. Create a brand that has a unique identity of its own and fully accessible by target groups.
- Develop plans and strategies to effectively bridge the digital gender divide and support women to access jobs and labor market information through the digital gig matching platform.
- Conduct user testing sessions and ensure the platform provides a better experience for LIWAY target group. Integrate new sections/elements based on the findings of the user and regular updates to fix issues and adding more features.
- Identify digital gaps and improve digital literacy of the user by integrating easy and accessible features on the platform. Highlight the benefits of being able to get the most out of the platform and support the digital transformation of low and medium income groups.
- Expand the reach of connectivity and build robust digital job matching infrastructures for gig workers and support the realization of sustainable and large scale job creation plans.
- Adjust and design a digital business model that provides significant solutions for hiring process and ultimately improves job access and reduces the cost of job search for gig workers.

## **IV. POTENTIAL DELIVERABLE**

- Design and develop a digital gig job matching platform that can be accessible by gig workers and employers. Develop a user-friendly interface, responsive application, easy registration and booking, multilingual feature, data driven job matching algorithms, rating and review and other features based on relevancy and needs of end users.
- Develop and manage integrated marketing and strategic communication plan. Design marketing execution plan and measurable actions that enhance the platform vital mission and accessibility.

- Design and develop digital marketing strategy including search engine optimization, content marketing, social media marketing and more. Review and report on web/app traffic, user behavior, and insights.
- Platform expansion both in accessibility and database, integration of inclusive features/new technologies with a focus on empowering women and the low-income group to access digital gig matching platform.
- Sustainable and large scale gig employment and income generation for gig workers through the platform
- Report the overall progress of the platform, job matching report, new market behavior and trends, sustainable impacts and expansions during the program period and beyond.

## **V. DURATION**

The total duration of the intervention is one year and six months. However, the partner/s must continue working towards expanding the business and benefiting more gig workers.

## **VI. QUALIFICATION AND EXPERIENCE OF THE PARTNER**

- The Partner needs to have a proven record of establishing gig platform company at least with one to three years of existence.
- The partner needs to be willing to co-invest on the designed business model and commitment to pursue and integrate activities and changes in their business.
- Have a broad knowledge of the Ethiopian Gig economy, Ethiopian digital transformation strategy, current web development technologies, and gig platform design tools.
- Proven experience with development and management of gig job portals
- Understanding of end users need to match with adequate technical solutions and strong experience in developing inclusive technologies.
- Highly qualified team with solid knowledge and experience in programming applications, marketing and communications, customer relation and other.

## **VII. APPLICATION PROCESS**

Interested and experienced company are required to send a brief proposal (Technical and financial) an updated CV/profile of team and their references that will actually engage in this task. Bidders should include full package of trade licenses and Tin Certificate. A complete technical and financial proposal with budget breakdown and work-plan should be submitted in sealed envelope separately till **16<sup>th</sup> February 2023 5:00 PM**. The evaluation process is 70% technical and 30% financial and the financial evaluation will be considered only if the technical score is above 50%.

Technical and financial should be sent separately to

[et-tender-questions@mercycorps.org](mailto:et-tender-questions@mercycorps.org)

OR

**To Mercy corps Addis Ababa office, Yeka Sub-City, Kebele 08, House No. 377; Hayahulet, Tel. 011-1-110777, P. O. Box 14319 with reference “JOB MATCHING THROUGH DIGITAL GIG PLATFORM” till 16<sup>th</sup> of February 2023 5:00 PM.**

Applications sent by other email account will not be considered.

Please collect the Tender package with complete Terms of reference from [www.mercycorps.org/tenders](http://www.mercycorps.org/tenders)

OR Ethiojobs.net

OR from Mercy corps Addis Ababa office address mentioned above as of **7<sup>th</sup> February 2023** from 8:00AM to 5:00 PM

**Mercy corps reserves the right to reject this TOR fully or partially.**