

TERMS OF REFERENCE (TOR): CREATING REGULAR EMPLOYMENT THROUGH DIGITAL JOB MATCHING

LOCATION: 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 Ababa, 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 Ababa, Mercy Corps in partnership with the consortium partners is implementing a poverty reduction programme called The Livelihoods Improvement for Women and Youth (LIWAY). 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 digital economy has been growing rapidly. This growth, and the concurrent increase in adoption of technology, 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 job matching platforms to tap into this labor market. However, the current 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 digital job matching and labor market information, LIWAY would like to partner with a potential digital job matching service provider to create an inclusive regular employment opportunity for women and youth living in Addis Ababa.

II. OBJECTIVES

The purpose of this assignment is to closely work with a potential digital job matching service provider to create and implement a digital platform that connects job seekers with suitable regular job opportunities, ultimately contributing to reducing the unemployment and promoting economic growth. The digital 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 job matching platform that allows job seekers to create profiles, search for job opportunities, and apply for jobs online. The platform should also allow employers to post job vacancies and search for suitable candidates.
- Collect and analyze data on job seekers and employer usage of the platform to continuously improve its functionality, and effectiveness. This includes tracking the number of job seekers, and employers using the platform, the number of job matched and vacancy posted.
- 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 job 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 add 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 the low- and medium-income groups.
- 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 job seekers.

IV. POTENTIAL DELIVERABLE

- Design and develop a digital job matching platform that can be accessible by job seekers and employers. Develop a user-friendly interface, responsive application, easy registration, multilingual feature, data driven job matching algorithms, rating and review and other features based on relevancy and needs of end users.

- 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 job matching platform.
- Sustainable and large-scale regular employment and income generation for job seekers through the platform and ensure the platform is accessible to all job seekers, including those with disability, by incorporating accessibility feature.
- 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.
- Increase digital literacy of users on the basic online skills. This could include online job search skills, sign up and sign in procedures, digital communication skills, and digital professionalism.
- 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 job seeker beyond the period of the project.

VI. QUALIFICATION AND EXPERIENCE OF THE PARTNER

- The partner needs to have a proven record of establishing digital job matching platform at least with one to three years of existence.
- The partner needs to be willing to co-invest in the designed business model and commit to pursue and integrate activities and changes in their business.
- Have a broad knowledge of the Ethiopian digital economy, Ethiopian digital transformation strategy, current web development technologies, and job matching platform design tools.
- Proven experience with development and management of 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 relations and other.

Upon submission, the LIWAY Team will evaluate all applications using the following criteria:

- Project Relevance & Feasibility and Alignment with program objective - 10%
- Organizational Capacity (human, technical, financial) - 10%

- Previous Experience in the Proposed Area-10%
- Potential Impact/Expected result -10%
- Value for Money-10%
- Project Monitoring and Evaluation plan-10%
- Workplan-10%

VII. APPLICATION PROCESS

Interested and experienced companies 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 separately **till August 7, 2023, 5:00 PM** on 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 “**CREATING REGULAR EMPLOYMENT THROUGH DIGITAL JOB MATCHING**”

Applications sent by other email accounts will not be considered.

The evaluation process is 70% technical and 30% financial and the financial evaluation will be considered only if the technical score is above 50%.

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

DIGITAL JOB MATCHING PLATFORM APPLICATION OUTLINE (MAX 20 PAGES)

SECTION I: PROJECT INFORMATION & EXECUTIVE SUMMARY

Please input complete responses for each section of the table below

1. Project title:		
2. Name of applicant organization:		
3. Signatory/organization representative position:		
4. Contact information for the applicant organization and the signatory	Address: Email:	Phone: Fax:
5. Project duration:		
6. Address:		
7. Please provide a brief summary of your project in 300 words or less in this box:		

SECTION II: PROJECT DESCRIPTION

1. Situational Assessment

Clearly state the problem(s) you are seeking to address. Describe the population with which you propose to work and the local issues and conditions in your project area. Background information must focus only on the specific environment relevant to your project area and the identified problem(s). This information may include cultural, demographic, gender and socio-economic factors related to the development, delivery and sustainability of your project. Your situational assessment should be supported by recent data, literature and other verifiable information.

2. Solution and Technical Approach

Based on the information you provided in the situational assessment and your description of the problem you are seeking to address, clearly state your proposed solution(s). Please provide a clear rationale for the solution(s) based on your situational assessment. Provide a clear and detailed narrative of your project objective(s) and the activities you are proposing to undertake to accomplish your objective(s). This information should be directly related to your Work Plan.

Key partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources	Channel		
		Financial sustainability (Revenue Streams)		
Cost Structure:		Impact		

SECTION III: PROJECT CONFORMITY TO THE AWARD

1. Sustainability

Please describe how you plan to ensure that your activities continue at a high-quality level beyond the period of funding.

2. Capacity Building

Please describe how your proposed activities will improve the overall ability of your organization to implement the proposed project.

SECTION IV. INSTITUTIONAL CAPABILITIES AND PAST PERFORMANCE

1. Organizational Capacity

Please describe the resources (human, technical, financial) available to your organization to be able to successfully implement the project within the proposed timeframe and cost.

2. Previous Experience in the Proposed Area

Please provide a detailed but concise description of your previous or ongoing experience implementing similar activities. If you have been a prior awardee, provide a description of the project, major accomplishments and project implementation dates.

SECTION V. MANAGEMENT AND STAFFING

Please describe how the proposed project will be effectively managed. Specifically, identify the key personnel and provide the following information for each key personnel position:

- Key qualifications of the proposed individual
- Roles and responsibilities for each position
- Reporting and lines of authority for each position. An organizational chart may be included to illustrate this information. If relevant to your project, describe the relationship between Headquarters offices and country or field offices.
- Amount of time that the personnel will be dedicating to this project

SECTION VI. WORK PLAN

Provide an outline of your project objectives, activities and an estimated timeline for implementation. Each activity should relate directly to your program objective(s). All objectives and activities in the Work Plan must match the objectives and activities you have described in Section II of this application. The Work Plan must also include your proposed project results.

SECTION VII. EXPECTED RESULT

General description of who will benefit from the proposed program and the proposed impact on them. Describe how the activities will change the environment or people. Please describe how the Innovation Fund will benefit people. Estimate the number of beneficiaries and gender.

- Total number of beneficiaries in the target group and describe if they are youths (15-29), and women, etc
- Composition of men and women as percentage.
- When will benefits be realized for the target group?
- Degree to which the proposal leverages significant private sector financial/in-kind resources

SECTION VIII. PROJECT MONITORING AND EVALUATION

1. Narrative

Provide a brief narrative describing the method (s) of data collection and storage that will be utilized for the project. Describe how you will review data and monitor results to determine whether desired results are being achieved and whether implementation is on track.

2. Monitoring and Evaluation Table

Please note that your project should contribute to and track a wide range of standard for LIWAY indicators. If additional indicators merit inclusion, please provide a compelling rationale.

SECTION IX. BUDGET

Please use the Full Application Budget Template provided in in this document to submit your budget. Please provide all cost information in ETB and It must include any and all expenses related to the proposed program activity.

S/N	Investment type	Unit	No	Unit Cost	Total Cost	LIWAY	Partner		Total Cost/ETB
							In Cash	In kind	

Attachments (maximum 10 pages), to include:

- Detailed budget and narrative
- Copy of valid country-specific registration certificate.
- Copy of the organization's charter.
- Signed copies of the relevant required certifications.
- Any other supporting document(s) as requested in the request for application.