

Search for experts

Recruitment of a firm to develop territorial marketing and communication strategies and advocacy plans for 6 southern governorates (Gabès, Gafsa, Kébili, Médenine, Tataouine, Tozeur)

Marseille, October 1st, 2021

Organisation

ANIMA Investment Network is a platform for economic cooperation between Europe, the Middle East and Africa. It deploys its engineering to create and implement initiatives to develop investment and business ecosystems favouring an attractive, sustainable, and inclusive economy.

Organised as a network, ANIMA offers expertise in economic development and cooperation, investment promotion and impact management, territorial marketing, development of innovation and mobilisation of expatriate talent resources.

The ANIMA network brings together 70 member organisations in 20 countries and more than 400 experts and partners who can be mobilised, coordinated by a team of 15 people based in Marseille. It brings together government and regional investment promotion and economic development agencies, entrepreneurial associations, innovation clusters, international investors, and research institutes.

Background

Since the January 2011 revolution, Tunisia has made significant progress in establishing the rule of law and democracy. However, the country still faces many socio-economic and institutional challenges that hamper its development potential. This situation has been further accentuated by the Covid-19 pandemic, which exacerbates inequalities. Unemployment, which had been stagnant at 15% since 2013, has increased with the pandemic, reaching 18% in the second quarter of 2020, with a 10-points gender gap.

This mission is part of the "Entrepreneurship for Development" project and aims to support the development of territorial marketing strategies, communication and advocacy plans for 6 governorates (Gabès, Gafsa, Kébili, Médenine, Tataouine, Tozeur) with the objective of promoting entrepreneurship, social economy, and women's entrepreneurship in these territories.

Specific objectives:

- 6 territorial marketing strategies for Gabès, Gafsa, Kébili, Médenine, Tataouine, Tozeur;

- 6 communication strategies for Gabès, Gafsa, Kébili, Médenine, Tataouine, Tozeur
- 6 advocacy plans for Gabès, Gafsa, Kébili, Médenine, Tataouine, Tozeur.

To develop this mission, ANIMA is looking for, as a priority within the network of members, several expert profiles, as presented below.

Business/organisation expertise

- At least 3 years' experience in value chain entrepreneurship, financial inclusion, social economy, women's entrepreneurship.
- At least 3 years' experience in developing territorial marketing, communication, or advocacy strategies.

Profile 1 – Entrepreneurship – Project Manager

- At least a 4-year degree in entrepreneurship, management, business, economics, social sciences, or any other field relevant to the mission
- 5 years of experience in the field of entrepreneurship
- 3 experiences in territorial marketing and communication
- 3 years of experience working with national institutions, entrepreneurship, or related fields
- Fluency in French, Arabic

Profile 2 – Marketing

- At least a 4-year degree in marketing, territorial marketing, communication, or related field
- Have 3 experiences in the development of territorial marketing strategies
- Have 1 experience in one or more of the southern governorates

Profile 3 – Communication

- At least a 4-year degree in marketing, territorial marketing, communication, or related field
- Have 3 experiences in the development of communication strategies
- 1 experience in one or more of the Southern governorates.

Profile 4 – Advocacy

- At least a 4-year degree in a field relevant to the mission

- 3 years experiences in partnership development, development advocacy, strategies for entrepreneurship or other experience in this aspect of the mission
- Have 1 experience in one or more of their southern governorates.

All experts must be independent and free of conflicts of interest in the responsibilities they take on.

Duration and geographical coverage

This mission will last 129 days spread over 4 months with a minimum of 60 days of mission in the southern governorates.

Status

Type of contract service: provider

Application

Please send your CV, specifying which position you would like to apply for first, before 11 October 2021.

Contact: expertise@anima.coop

Only shortlisted candidates will be contacted. In the absence of a reply from us, we wish you a successful career and hope that other opportunities for collaboration will arise.

[Click here to download more information about the project.](#)