



TERMS OF REFERENCE

PROJECT MANAGER

PROJECT: FAHINA: REBRANDING THE CREATIVE INDUSTRY OF MAYA WOMEN IN BELIZE

1. BACKGROUND INFORMATION

1.1 The Sarstoon Temash Institute for Indigenous Management (SATIIM) is a grassroots indigenous organisation working in the south of Belize to promote and protect the rights of indigenous peoples, safeguard the ecological integrity of the Sarstoon-Temash region and promote the sustainable use of its resources for its indigenous peoples' economic, social, cultural, environmental and spiritual well-being of its indigenous people. Over the years, SATIIM has made significant progress in protecting natural resources while promoting the rights of indigenous communities and creating sustainable development alternatives for the Maya and Garifuna communities living in the buffer zone of the Sarstoon Temash National Park (STNP), the second largest national park in Belize, which SATIIM co-manages with the Belize Forest Department.

Project rationale

1.2 SATIIM and the Caribbean Development Bank (CDB) through its Cultural and Creative Industries Innovation Fund (CIIF) have entered into a Grant Contract to execute a project entitled: Fahina: Re-branding the Creative Industry of Maya Women in Belize

1.3 The project will build a genuine Maya brand based on their creative industries that directly benefits Mayan communities. It will position 50 Mayan women as change agents, who innovate new designs, develop culturally appropriate branding and create digital platforms to access and integrate their creative products into the global market. It will also enable economic empowerment of these women and sustainable development of their communities.

1.4 This project will promote environmentally sustainable methods of using locally available materials, promote inter-cultural dialogue and diversity of cultural expressions, respect for aesthetics and traditions, particularly with government departments related to tourism, export and the promulgation of the Maya brand.

1.5 SATIIM will procure the services of a **Project Manager** to support the achievement of these objectives.



2. OBJECTIVE, PURPOSE AND EXPECTED RESULTS

Goal

2.1 To lead the development of the necessary framework to build and protect a genuine Maya brand based on the Maya creative industries that directly benefits Maya communities.

Objectives

2.2 The objectives of the project are to:

- (a) increase the economic opportunities of Maya artisans;
- (b) develop a strategy for the protection of indigenous intellectual property;
- (c) improve the branding of indigenous creative designs and value added products;
- (d) strengthen the Maya handicraft brand; and
- (e) develop a strategy for quality production of cultural designs.

Results to be achieved by the Consultant

2.3 The key output(s) of this consultancy include:

- (a) Inception Report - following an inception meeting with SATIIM and partners, a report will be produced outlining the plans, methodology and approach to undertaking the project, and projected timelines, along with any challenges foreseen.
- (b) Hiring of consultants including: Intellectual Property Specialist, Fashion Consultant, Fashion Assistant, Branding Specialist and Project Coordinator.
- (c) Identify, coordinate and facilitate training in areas such as: Gender; Design Development, Production, Business Management, Marketing; Intellectual Property training for Maya women for at least 20 workshops.
- (d) Innovation on designs and standardised production of two (2) products in six (6) months.
- (e) Development of Production Schedule.
- (f) Development of sustainable Revenue model.
- (g) Development of Marketing Plan.
- (h) Five (5) Quarterly Reports outlining activities conducted, number of participants, market penetration, challenges encountered, best practice.



- (i) Identify Intellectual Property needs and gaps to support the protection and sustainability of Maya brands and the development of an Intellectual Property strategy for Maya brands.
- (j) Development or use of an online platform in line with marketing plan.
- (k) Overall management of the project including submission of reporting templates for example, Project Design Template; Monitoring and Evaluation Framework; Quarterly Reports and quotations, invoices, etc. to CDB.

3. SCOPE OF SERVICES

3.1 The Consultant will be responsible for executing the following activities:

- (a) **Workshops:** The Project Manager will facilitate development of curricula based on project design, develop Terms of Reference (TOR) and hire workshop facilitators, ensure attendance participation of trainees and have necessary equipment and material for workshop success. The minimum number of workshops is 20.
- (b) **Product Development:** Support the development of two flagship products:
 - (i) **Production Schedule and Management of Raw Materials.** Identify supply chain for raw material for the flagship products. Oversee procurement of material and equipment needed.
- (c) **Marketing Plan Development and Implementation:** Development of Branding and Marketing plan for the project including handicraft market: online platform and physical store “bricks and clicks’ commerce:
 - (i) Oversee the development of marketing mix strategy for *Fahina* Maya handicraft store in Punta Gorda, Toledo.
 - (ii) Develop a TOR and hire photographers to prepare products for online platform in line with marketing plan.
 - (iii) Identify market opportunities for the products.
 - (iv) Plan the Fashion event at key festival.
 - (v) Support visibility of the sector including development the brochures and promotional material.
- (d) **Coordination:**
 - (i) Coordinate with key private sector agents, and government departments (education, culture, industry and commerce, and tourism) in the discussion of public policies for the development of the handicraft sector.
 - (ii) Maintain communication with key artisanal production groups.
 - (iii) Assess project risks and issues and provided solutions where applicable.



- (iv) Develop TORs and hire project assistants, videographers/photographer and experts/facilitators to deliver support and training for activities outlined in the work plan.

4. REPORTS AND OTHER OUTPUTS

4.1 The Consultant will submit the following reports in English one original and two digital copies one Microsoft Word and one PDF:

- (a) Inception Report Monthly Reports;
- (b) Quarterly Reports;
- (c) Final Branding and Marketing Strategy;
- (d) Maya Intellectual Property Strategy; and
- (e) Project Closure Report.

5. REQUIREMENTS

5.1 The Consultant or consulting firm should be knowledgeable and experienced in the field of brand development and marketing. Experience in branding of fashion products would be an asset.

Professional Experience and Qualifications

- (a) Bachelor's degree in Marketing and Project Management or its equivalent in experience.
- (b) At least five (5) years of experience in marketing and/or designing handicrafts.
- (c) Proven track records in fields such as, but not limited to:
 - (i) marketing in the Handicraft and Tourism sector;
 - (ii) project management;
 - (iii) small business administration;
 - (iv) advertising or communications; and
 - (v) extensive experience in production to market logistics.
- (d) Working knowledge of the social organisation and communication practices within indigenous communities of Southern Belize.
- (e) Ability to communicate in English, Mopan, and/or Q'eqchi.
- (f) Proven ability to conduct training.
- (g) Effective negotiation and conflict management skills.
- (h) Highly organised with great attention to detail.



(i) Ability to work independently and efficiently.

(j) Ability to drive manual transmission vehicles.

Expression of Interest

5.2 Interested consultants are required to apply via email in response to this vacancy to info@satiim.org.bz.

6. BUDGET

6.1 The position offers a competitive salary for the suitably qualified candidate.

7. DEADLINE

7.1 The deadline for application submission is 4:00 p.m. on May 25, 2020.