

# Terms of Reference (TOR)

## Consulting Firm to Mobilize, Train, and Place Youth in Jobs, Engage Private Sector, Organize Regional Job Fairs, and Provide Media Coverage

Program: Youth Innovation and Employment Program (YIEP)

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### 1. Context and Background

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The **Youth Innovation and Employment Program (YIEP)**, implemented by DRC, aims to reduce youth unemployment in Tunisia through targeted training, skills development, job placement, and entrepreneurship support. As youth unemployment remains critically high, **38.5% in Q1 2022**, including **30% among university graduates**, this initiative seeks to address systemic barriers such as labor market mismatch and limited private sector engagement [Source: World Bank, ILO].

To further these efforts, DRC seeks to hire a **qualified consulting firm** to:

- Mobilize and train youth across Tunisia.
- Engage the private sector.
- Organize **3–4 regional job fairs**.
- Facilitate employment and follow-up on job placements.
- Document the process through high-quality media productions and comprehensive reporting.

### 2. Objectives of the Job Fair

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1. **Youth Mobilization and Training:** Identify and prepare at least **200 youth** across target regions to enhance employability and match labor market needs.
2. **Private Sector Engagement:** Mobilize private sector actors from key sectors (ICT, agriculture, manufacturing, green jobs, tourism) for collaboration and recruitment.
3. **Job Fairs:** Organize **4 regional job fairs** (Tunis/ Beja/ Sahel/ Medenine or Gabes), linking youth with employment opportunities.
4. **Placement and Follow-Up:** Ensure placement of trained youth and conduct follow-up using DRC M&E tools.
5. **Media Documentation:** Produce **2 professional videos** (1 testimonial-based, 1 comprehensive overview) and a portfolio of high-quality photographs.
6. **Reporting:** Deliver thorough documentation and analysis of activities and outcomes.

### 3. Purpose of the Consultancy

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The purpose of this TOR is to recruit a qualified company to organize and manage all aspects of the job fair, ensuring a successful, smooth, and impactful event. The selected company will be responsible for the planning, coordination, execution, and follow-up of the job fair, working closely with DRC, youth participants, companies, and other stakeholders.

### 4. Scope of Work

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The selected company will be responsible for managing all logistical and organizational aspects of the job fair.

Specific tasks include:

The selected consulting firm will be responsible for designing and implementing a comprehensive approach to youth employment, encompassing mapping, training, private sector engagement, job fair organization, job placement, and visibility efforts. Activities must be implemented in close coordination with DRC and aligned with DRC's tools, guidelines, and strategic priorities.

#### 4.1 Youth Mapping, Mobilization, and Training

- **Youth Mapping:** Identify and select youth across priority governorates based on DRC's selection criteria, focusing on inclusivity and alignment with market demand.
- **Training Delivery:** Design and implement tailored training programs aimed at improving youth employability, using DRC's existing training modules and/or proposing new ones based on sectoral needs. Training topics should include:
  - Soft skills (e.g., communication, teamwork, professionalism)
  - Employability skills (e.g., CV writing, interview techniques, job search strategies)
  - Technical or sector-specific skills aligned with private sector demand (e.g., ICT, agriculture, manufacturing)
- **Monitoring Learning Outcomes:** Pre- and post-assessments must be administered to track the effectiveness of the training program.

#### 4.2 Private Sector Engagement and Partnership Development

- **Employer Mapping:** Identify and engage private sector actors across key growth sectors such as ICT, green jobs, tourism, manufacturing, and agriculture.
- **Strategic Partnerships:** Establish collaboration agreements with companies to facilitate internships, job placements, and mentorship opportunities.
- **Skills Matching:** Work with employers to define job requirements and ensure youth training aligns with real-world labor market needs.

### 4.3 Job Fair Planning and Execution

- **Regional Job Fairs:** Organize 4 job fairs in strategic regional hubs (Tunis/ Beja/ Sahel/ Medenine or Gabes), to maximize local access and inclusivity.
- **Event Planning and Logistics:**

Secure accessible and youth-friendly venues

Design and install booths, signage, and information desks

Develop fair layout plans ensuring smooth flow and interaction

Provide logistical and operational support throughout the event

- **Interactive Activities:**

Conduct on-site workshops on employability and entrepreneurship

Facilitate one-on-one interviews between youth and employers

Host networking spaces for informal interaction and dialogue

- **Youth Job Placement and Follow-Up**
- **Placement Facilitation:** Coordinate internship or employment opportunities for trained youth by linking them with employers engaged during fairs and outreach.
- **Monitoring and Evaluation:**

Use DRC's monitoring and evaluation tools to track job placements and internship outcomes over a 3-month period

Collect and document data on youth employment status, employer feedback, and barriers to placement

- **Continuous Support:** Provide post-placement support where needed, including mentoring or follow-up coaching to ensure retention and success in the workplace.

### 4.5 Media Production and Visibility

- **Professional Video Production:**
- **Video 1:** Testimonial video capturing personal stories from placed youth and feedback from participating employers
- **Video 2:** Comprehensive documentary-style video showcasing the full project cycle, from training to placement and job fair outcomes
- **Photography:** Capture high-resolution, rights-cleared photos of all key events, training sessions, job fairs, and field activities
- **Branding and Messaging:** Ensure all media content adheres to DRC's branding and communication guidelines, and is suitable for use across various platforms (social media, donor reports, press kits)

#### 4.6 Reporting and Documentation

- **Progress Reports:** Submit regular narrative and quantitative progress updates (bi-weekly or monthly as agreed), detailing activity status, achievements, challenges, and next steps.
- **Final Report:** Deliver a comprehensive final report covering:

Youth and employer participation metrics

Training effectiveness and employment outcomes

Success stories and case studies

Lessons learned and strategic recommendations for scaling or replication

## 5. Deliverables

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The selected company will be expected to deliver the following outputs in alignment with the scope of work and timeline:

1. **Detailed Project Plan:** A comprehensive work plan including timelines, key deliverables, roles and responsibilities, stakeholder engagement strategy, and risk mitigation measures.
2. **Youth and Company Engagement Report:** Documentation of outreach and mobilization efforts, including:
  - Number of youth confirmed (disaggregated by region, gender, and sector interest)
  - Number of companies engaged and confirmed, including sectoral representation
3. **Venue and Logistics Plan:** Detailed plan confirming:
  - Venue rental and setup
  - Booth allocation and layout map
  - Branding materials, signage, registration area, and networking zones
4. **Workshop and Seminar Program:** Finalized agenda including:
  - List of confirmed workshops, topics, facilitators, and session formats
  - Training materials and logistics for workshop delivery
5. **Successful Execution of Job Fair:** Smooth implementation of the event, including:
  - On-site coordination of logistics and staffing
  - Real-time troubleshooting and support to participants
  - Facilitation of interviews, workshops, and networking sessions
6. **Post-Event Report:** A comprehensive report including:

- Quantitative and qualitative analysis of participant data
- Feedback from youth and employers
- Summary of job offers or internship placements
- Lessons learned and actionable recommendations for future events

## 6. Timeline

The implementation will span from **end of July to December 2025**, with the job fair and placement activities taking place between **mid-September and mid-October**, followed by a post-event monitoring and reporting period.

Phase	Timeline	Activities
<b>Phase 1: Planning &amp; Mobilization</b>	July 2025	Kick-off meeting with DRC; develop detailed work plan and communication strategy; begin youth mapping and employer outreach; confirm venue(s)
<b>Phase 2: Preparation</b>	end July – Early September 2025	Finalize training content and delivery; confirm company participation; initiate media and visibility campaign; secure logistics and workshop plans
<b>Phase 3: Event Implementation</b>	Mid September – Mid October 2025	Organize and execute job fairs; facilitate workshops, interviews, and networking; initiate first round of job and internship placements
<b>Phase 4: Post-Event Follow-Up</b>	Late September – December 2025	Conduct follow-up with placed youth and employers; document success stories and challenges; collect feedback and outcome data; submit final report

## 7. Qualification and Experience Requirements

Interested companies must meet the following minimum requirements:

- **Proven Event Management Experience:** At least 3 years' experience organizing large-scale public events, preferably job fairs or employment-related forums involving youth and the private sector.
- **Youth and Employment Focus:** Demonstrated understanding of youth employment challenges and familiarity with training and soft skills development programs.
- **Private Sector Engagement:** Track record of collaboration with companies in relevant sectors (ICT, agriculture, tourism, manufacturing, green economy).

- **Strong Logistical Capacity:** Ability to manage complex logistics, including venue setup, equipment rental, signage, and participant flow.
- **Effective Communication:** Capacity to design and implement communication and outreach strategies, including digital marketing, media liaison, and stakeholder alignment.
- **Monitoring & Evaluation:** Ability to conduct qualitative and quantitative assessment of the event's success, including tracking employment outcomes and stakeholder satisfaction.

## 8. Submission Guidelines

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Interested companies are invited to submit the following documents:

1. **Company Profile:** Overview of the company's relevant experience and qualifications.
2. **Technical Proposal:** Detailed plan for organizing the job fair, including how the company will approach stakeholder engagement, event logistics, and follow-up.
3. **Financial Proposal:** A detailed budget outlining the costs of organizing the job fair, including all logistics, staffing, and material costs.
4. **Previous Work Examples:** Case studies or reports from similar events previously organized.
5. **Team Composition:** CVs of key personnel who will be managing the event.

## 9. Evaluation Criteria

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Proposals will be evaluated based on the following criteria:

Evaluation Area	Weight (%)
Technical Proposal	40%
Experience & Track Record	30%
Financial Proposal	20%
Team Qualifications	10%

## 10. Contact Information and Deadline

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Interested companies should submit their proposals by 20/07/2025 Midnight to RFQ.TUN@drc.ngo. For further inquiries, please contact rabie.elmajri@drc.ngo