Annex – ToRs

RFP for Digital Project Management and Marketing Services

(UICN2201P04253)

Background

The newly-established IUCN Academy provides best-in-class learning experience for internal and external clients, utilising a broad and creative range of pedagogical methods. IUCN holds a great wealth of theoretical and practical knowledge on how society should sustainably use natural resources and biodiversity. The IUCN Academy leverages this expertise to train individuals (professionals and postgraduate students alike) with the knowledge and skills to drive the green transition our societies are calling for.

To support the development of its activities IUCN Academy has acquired an online platform, which contains a Learning Management System, as well as an interface for clients to select and register into its training programmes and courses.

Assignment

The IUCN Academy is entering a new phase of its development and is looking for a consultant to help further develop its online platform with a view to improve the user experience and increase the marketability of its products.

In this context, the consultant will be expected to provide services related to digital project management, and marketing strategy development and implementation.

Deliverables

The consultant will be expected to provide its services in the following two domains:

1. **Implementation of the next phase of development of the IUCN Academy online platform**

   Deliverables
   - Propose a strategy for the development of the IUCN Academy online platform, including a list of proposed developments, with proposed priorities, budget, and a calendar for implementation over the period defined with the IUCN Academy Director
   - Draft the specifications for the different sprints of development agreed upon by the Director of IUCN Academy
   - Manage the technical relation with the developer to ensure each sprint is properly and successfully implemented

- Manage the business relation with the developer to ensure IUCN Academy is getting best value for money from its services

- Develop the test scenarios for each development sprint, perform those tests, and propose corrective actions when necessary

- Inform IUCN IT about the planned developments to validate the approach and make sure is aligned with IUCN IT quality assurance processes and strategy

- Support the integration with third party application such as CRM, Payment gateway, and other digital apps, by providing business and technical specifications to third party companies for a successful integration with the Academy platform.

2. **Design a global marketing strategy for IUCN Academy and individual marketing strategies for IUCN Academy products**

Deliverables

- Propose a global marketing strategy, and individual product marketing strategies, together with a yearly implementation plan and budget, to be validated by the IUCN Academy Director

- Provide the necessary input for a successful implementation of the strategy, including but not limited to:
    o Design and implementation of customer automation scenarios within the CRM
    o Design of appropriate user segmentation in the CRM
    o Design and optimisation of training landing pages and web site user workflows to improve conversion rate.

- Provide guidance to the IUCN Academy Communication and Marketing Assistant in developing and implementing the marketing actions derived from the validated marketing strategy, including definition, drafting of guidelines, and development of templates for marketing operations such as social campaigns, customer relationship pre or post training sign-up, collecting testimonials, viral marketing operations, etc.

- Develop metrics (KPIs) and reporting tools to assess the success of the marketing strategies, and propose adaptations of marketing actions in view of the results of these assessments

- Provide SEO materials to optimize Academy website for Google Organic searches and monitor implementation

- Support the Director of Academy in competition analysis and market benchmark operations

Consultant required background and experience

The selected consultant will need to demonstrate an extensive experience and background in the following domains:

- Digital project management
- Marketing strategy design and implementation -with a strong emphasis on digital marketing
- Experience with the education sector and market

To demonstrate these elements the technical proposal must contain a detailed CV of the consultant with relevant experience highlighted and a very concise summary of achievements per evaluation criterion (see section 4.4 of RFP document for the list of criteria).