

## Terms of Reference “How to Become a Freelancer” Content Development Consultancy

### A. Opportunity Overview

Title:	Freelance Content Development Consultant
Type of contract:	Short-Term Service Agreement
Location:	Virtual
Duration:	March 13, 2023 – June 30, 2023
Reports to:	EFE-Global Education & Training Manager
Overview:	EFE-Global seeks a consultant to develop a session for adult learners in the Middle East and North Africa on how to successfully work in the freelance industry.

### B. Background

Education For Employment (EFE) is the leading nonprofit that trains youth and links them to jobs across the Middle East and North Africa (MENA). This pivotal region is the hardest place on the planet for youth to get their first job – they are three times more likely to be unemployed than older adults. Through the EFE Network, we match businesses that need qualified employees with young women and men seeking a job, whom we train with skills to succeed on the job and in life. Our mission is simple: to create economic opportunities for unemployed youth in MENA so that they can create a brighter future for themselves, their families and their communities. Through locally run affiliate organizations in Egypt, Jordan, Morocco, Palestine, Saudi Arabia, Tunisia, and Yemen, and global support hubs in the United States, Europe, and United Arab Emirates (UAE), EFE has connected more than 140,000 youth to the world of work, 58% of whom identify as women.

EFE and the Western Union Foundation’s 2022 report *COVID-19 and Youth Employment in Jordan and Palestine: Impacts, Opportunities and a Way Forward* found that the pandemic exacerbated existing youth employment challenges in Jordan and Palestine, but also created new opportunities and trends in some economic sectors. One key trend was increased interest among youth and local stakeholders in virtual jobs, which can be pursued remotely for companies and clients elsewhere in the MENA region and around the world. Virtual jobs can encompass a range of sectors and industries, including translation services, graphic design, advisory services, journalism and podcasting, web design, computer programming and gaming, as well as microwork opportunities. The work opportunities can include full-time jobs or short-term contracts or “gigs” that can be completed in a freelance capacity.

EFE offers market-responsive training utilizing gold standard curricula and youth-centered, innovative teaching techniques, both online and in-person, to provide youth with the skills necessary to access and succeed in the world of work. EFE first developed its Virtual Jobs curriculum in 2014 in partnership with Young & Successful Media (YSN) and later updated it to include additional modules on social media marketing. The program has allowed EFE-Palestine to connect hundreds of youth in Gaza to virtual work opportunities over the past eight years, and EFE-Jordan also began delivering training in online freelancing in 2020 following the onset of the pandemic.

EFE plans to create a complementary session for its existing curriculum which introduces participants to the freelance and virtual jobs market in 2023, reviews best practices to secure paid gigs, and suggests relevant digital tools. This session will be inclusive of regional opportunities in Jordan and Palestine as well as international opportunities. EFE seeks an experienced instructional designer to develop a 2-3-hour session to meet the needs of today’s Virtual Jobs participants.

### C. Overview of Assignment

Under the guidance of the EFE-Global Education & Training Manager, the consultant will review EFE's existing Virtual Jobs curriculum, including trainer manuals, participant resources, and relevant presentation materials, and develop a complementary session that will prepare participants to compete in the global economy. The content must be developed for in-person and online delivery scenarios, and will total 2-3 hours of training delivery. The consultant will ensure that all materials are designed in alignment with EFE's Foundational Standards and Brand Guidelines. The current Virtual Jobs curriculum is in English, and all deliverables under this assignment will be produced in English.

The intended outcome of this session is to offer market-responsive training to support young people in MENA to compete in the global economy through sustainable work in freelance or other virtual work in the gig economy. While this program will initially be piloted in Jordan and Palestine in 2023, EFE will eventually roll the content out across all countries in EFE's Network, typically reaching youth aged 18-35.

Upon the start of the assignment, the consultant will be provided with initial learning objectives and intended outcomes, in addition to the results of a needs assessment and relevant desk research. Following the completion of the session outline, the consultant will submit the outline to EFE for feedback before proceeding with full creation of the content, associated training materials, and participant-facing resources. In addition, the duration of the assignment will include pilots in Jordan and Palestine to test the session for structure, content appropriateness, and effectiveness of assessments used. The consultant will be expected to revise the content according to any additional feedback that arises.

Creation of supplementary asynchronous e-learning materials is outside the scope of this assignment. However, the consultant will be responsible for creating an all-inclusive trainer manual that can be used whether the training is delivered in an online, blended, or in-person format.

### D. Approach

The consultant is expected to:

- Work in close consultation with the EFE-Global Education & Training Manager through virtual meetings conducted in English;
- Complete work remotely and submit deliverables electronically;
- Collaborate with EFE's Education & Training Department and EFE trainers to shape course content for maximum impact.

### E. Expected Deliverables

- Proposed session outline for review and comment, designed for in-person and virtual synchronous training delivery (excluding asynchronous content);
- Draft of new session for review and comment by EFE and relevant stakeholders (including associated slide deck and participant-facing resources);
- Final version of new session following pilot training delivery.

### F. Duration and Compensation

The duration of the engagement will be from March 13, 2023 – June 30, 2023. The majority of the work will be completed in March/April 2023, with a limited period of engagement in June 2023 following the pilot delivery.

## G. Required Skills, Competencies, and Experience

- Qualified expert with a demonstrated track record in developing high quality curricula and educational materials. Experience developing content related to freelance or gig economy work strongly preferred;
- Thorough knowledge of instructional design principles and adult learning strategies;
- Strong theoretical and practical background in training delivery and pedagogy as well as online learning;
- Firsthand experience working in freelance or owning a business strongly preferred;
- Experience working in the Middle East and North Africa (MENA) region;
- Fluency in English is required. Arabic fluency strongly preferred;
- Ability to conceptualize, plan, and execute innovative ideas;
- Meets deadlines and manages time efficiently.

## H. Copyright and Ownership

EFE will have sole ownership over any Intellectual Property developed for or derived from the engagement with the consultant. Any material provided to the consultant will remain the property of EFE.

## I. Application Procedure

Interested applicants must submit the following documents in English or the application will not be considered:

- Curriculum Vitae or Resume demonstrating related experience;
- Outline of previous instructional design experience(s): training type, audience, curriculum content, curriculum design and development, etc.;
- Samples of related curricular materials produced by applicant;
- Financial proposal in US Dollars, including daily rate and any other design-related expenses.

All requested materials should be sent no later than **March 10, 2023**. Please email [employment@efe.org](mailto:employment@efe.org) with "Curriculum Adaptation Consultancy" in the subject line. Applications will be processed on a rolling basis.