



CHIMPANZEE TRUST

CHIMPANZEE SANCTUARY AND WILDLIFE CONSERVATION TRUST

TERMS OF REFERENCE

Development of an Integrated Marketing and Branding Strategy for Chimpanzee Trust

1.0 Introduction

Established in 1998, Ngamba Island Chimpanzee Sanctuary is a beacon of conservation, founded as a collaborative effort to rescue chimpanzees and address threats to their natural habitat. Managed by the Chimpanzee Sanctuary and Wildlife Conservation Trust (Chimpanzee Trust), it has grown into a globally recognized organization dedicated to primate welfare, conservation, and community education.

2.0 Objective of Developing the Marketing and Branding Strategy

The primary objective is to create a cohesive marketing and branding strategy that not only elevates Ngamba Island Chimpanzee Sanctuary's brand, programs, and services but also aligns with national and global wildlife sanctuary promotion initiatives.

3.0 Need for an Individual/Firm Marketing Consultant

Chimpanzee Trust seeks the expertise of a qualified marketing consultant to enhance its marketing and branding strategy. The consultant is expected to review current activities, propose areas for improvement, and develop an integrated strategy that seamlessly combines marketing and branding elements.

4.0 Scope of Work

The consultant will:

- Review the current marketing and branding strategy, identifying areas for enhancement.
- Propose a comprehensive marketing and branding strategy to promote the sanctuary's brand and offerings.
- Develop an implementation plan with step-by-step activities.
- Create a budget for proposed marketing and branding tools and activities.
- Recommend actions for resource mobilization to support strategy implementation.

5.0 Duration/Timeline

The consultant is expected to complete the assignment within Thirty (30) working days from the contract signing date.

6.0 Competencies, Experiences, and Skill Requirements

The ideal consultant will have proven experience in similar marketing and branding strategy assignments, particularly in wildlife and tourism. A master's degree in marketing, wildlife conservation, or related fields, along with over 10 years of consulting experience, is required.

7.0 Qualifications

- Minimum master's degree in a relevant field.
- Professional qualifications such as CIM or equivalent.
- Over 10 years of experience in wildlife and tourism marketing and branding strategies.

8.0 Expected Deliverables

- Inception Report
- Draft Integrated Marketing and Branding Strategy
- Final Integrated Marketing and Branding Strategy

9.0 Services to Be Provided by the Client

The client shall:

- Assist the Consultant by coordinating the staff of the Trust and other stakeholders.
- Provide the Consultant with relevant data and information for strategy development.

10.0 Coordination and Reporting Relationship

The consultant will report to and operate under the supervision of the Executive Director of Chimpanzee Sanctuary and Wildlife Conservation Trust. For day-to-day activities, the Consultant shall work under the coordination of the Marketing and Communications Manager of the Trust.

11.0 Application Requirements

An interested individual consultant is expected to submit a:

- Technical proposal detailing the understanding of the assignment, methodology, and implementation plan.
- Proof of at least two previous related marketing and branding strategy assignments.
- Financial proposal indicating the budget for the assignment.

Applications should be submitted by email to marketing@ngambaisland.org by 30th January 2024.