

## **TERMS OF REFERENCE (TOR)**

**Position:** Marketing and Sales Intern

**Organization:** Office Business Solutions (OBS)

**Location:** Lilongwe, Malawi

**Duration:** 6 months (Full-time & flexible based on operational needs)

**Reporting To:** Chief Consulting Officer

### **1. Purpose of the Internship**

The Marketing and Sales Intern will support Office Business Solutions (OBS) in enhancing brand visibility, generating and nurturing leads, increasing sales conversions, and identifying new business opportunities. The role provides practical, hands-on experience in:

- **Digital marketing** (content creation, social media, email campaigns, SEO, and analytics)
- **Sales engagement** (prospect research, lead follow-ups, pipeline management, and client communication)
- **Proposal development and tender responses** (preparing high-quality EOIs, ToRs, and submissions for grants, tenders, and partnerships)
- **Business development activities** (market research, competitor analysis, and partnership identification)

The internship offers exposure to **strategy development, campaign execution, performance monitoring, and reporting**, providing a well-rounded understanding of marketing, sales, and business growth within a dynamic startup consulting environment.

### **2. Objectives of the Engagement**

The intern will:

1. Support the planning and execution of integrated **marketing and sales campaigns** targeting SMEs, startups, and organizations in Malawi.
2. Produce and manage **digital content**, including social media, blogs, newsletters, and promotional materials.
3. Assist in **lead generation**, follow-ups, prospect engagement, and customer relationship management.
4. Support **tender, grant, and opportunity tracking**, and contribute to high-quality proposal writing and ToR development.
5. Analyze marketing and sales performance metrics to guide strategic decision-making.
6. Gain practical experience in digital marketing, sales operations, client engagement, and business development.

### **3. Scope of Work / Key Responsibilities**

#### **A. Marketing Responsibilities**

The intern will:

##### **1. Marketing Strategy Development, Execution & Monitoring (NEW & IMPORTANT)**

- Support the development of OBS's overall marketing strategy, including goals, target audience segmentation, positioning, and messaging.
- Assist in executing the marketing strategy across digital and offline channels.
- Monitor progress and performance against the marketing strategy and recommend adjustments based on analytics and feedback.
- Contribute to quarterly and monthly marketing plans, campaign concepts, and key promotional themes.

##### **2. Digital Content Creation & Management**

- Create, schedule, and publish engaging content across social media platforms (LinkedIn, Facebook, X/Twitter, Instagram, and Snapchat).
- Develop graphics, flyers, banners, presentations, and promotional materials using Canva or similar design tools.
- Manage and update a monthly content calendar aligned with OBS's campaigns, services, and events.
- Write blogs, articles, newsletters, case studies, and marketing copy that strengthens OBS's brand and expertise.

##### **3. Digital Marketing & Online Visibility**

- Support website updates, service pages, and blog uploads to maintain relevance and improve user experience.
- Conduct SEO optimization, including keyword research and on-page improvements to increase search visibility.
- Assist with managing email marketing campaigns via Mailchimp, including segmentation, scheduling, and tracking.
- Support the planning and promotion of webinars, workshops, and training sessions to grow OBS's community and client base.

##### **4. Market Research & Competitive Analysis**

- Research trends related to SMEs, startups, consulting services, and the broader Malawian business environment.
- Analyze competitor marketing strategies, product offerings, pricing, and positioning to identify opportunities for OBS.
- Monitor customer behavior and engagement patterns to guide content creation and campaign design.

## **5. Marketing Campaigns & Lead Generation**

- Support the design and execution of targeted digital campaigns for lead acquisition.
- Assist in running paid ads (Facebook, Instagram, Google Ads) where required, including audience targeting and performance tracking.
- Contribute to nurturing leads through email sequences, follow-up messages, and campaign-based touchpoints.
- Identify potential marketing partnerships, collaborations, and cross-promotional opportunities.

## **6. Analytics, Reporting & Optimization**

- Track, record, and analyze marketing performance metrics including engagement, reach, impressions, website traffic, and lead generation.
- Produce monthly marketing analytics reports and provide recommendations for optimization.
- Monitor campaign KPIs, identify gaps, and propose new ideas to increase impact and conversions.
- Evaluate the effectiveness of content, messaging, and channels using A/B testing and data insights.

## **7. Brand Management & Quality Control**

- Ensure consistency of OBS's brand voice, tone, and visual identity across all communication channels.
- Maintain and update OBS brand guidelines as needed.
- Proofread and review marketing content to maintain professional quality.

## **8. Additional Support**

- Collaborate with the CCO, BD Intern, consultants, and freelancers on marketing-related tasks.
- Provide support during OBS events, client engagements, and community outreach activities.
- Perform other marketing duties as assigned to support OBS's objectives.

## **B. Sales Responsibilities**

The intern will:

- Assist in identifying potential clients (B2B and B2C) through research and outreach.
- Conduct follow-ups with leads generated through campaigns, events, and referrals.
- Support preparation of sales presentations, capability statements, and client briefs.
- Maintain and update CRM records of leads, prospects, conversions, and pipeline activities.
- Support sales calls, client meetings, and demo sessions (where applicable).

- Assist in upselling and cross-selling OBS products, services, and events.
- Prepare weekly sales summaries and progress updates.

### C. Business Development, Tenders & Opportunities

The intern will:

- Track and identify relevant tenders, grants, accelerator programs, partnerships and consultancy opportunities.
- Assist in preparing high-quality proposals, Expressions of Interest (EOIs), ToRs, and bid submissions.
- Gather supporting documentation and ensure submissions meet required standards.
- Support organizational profiling, portfolio development, and team capability statements.
- Contribute to OBS project concept notes, budgets, and methodology sections.

### D. Collaboration & Support

- Work closely with the Founder, BD Intern, consultants, and freelancers.
- Provide support during OBS events, workshops, and client engagements.
- Perform any other marketing, sales, or BD tasks assigned by the supervisor.

## 4. Deliverables and KPIs

Deliverable	KPI / Metric	Target	Frequency
<b>Social media content</b>	Number of posts published across platforms	<b>10–15 posts per month</b>	Monthly
<b>Content quality &amp; consistency</b>	Alignment with brand tone, visual identity, and marketing strategy	90% alignment	Monthly
<b>Engagement performance</b>	Likes, comments, shares, reach, impressions	<b>7% engagement rate</b>	Monthly
<b>Marketing strategy execution</b>	Implementation of planned activities & campaigns	90% of scheduled activities executed	Monthly
<b>Leads generated</b>	New inquiries, prospects, sign-ups, or potential clients	<b>8–15 leads per month</b>	Monthly
<b>Lead nurturing activities</b>	Follow-ups, email responses, CRM updates	All leads followed up within 48 hours	Weekly
<b>Sales activities</b>	Calls, meetings, conversions, pipeline updates	<b>Weekly sales activity report submitted</b>	Weekly
<b>Tenders &amp; opportunities identification</b>	Number of relevant opportunities found and recorded	<b>3–5 per month</b>	Monthly
<b>Proposal submissions</b>	EOIs, ToRs, proposals, capability statements prepared	<b>2–4 high-quality submissions per month</b>	Monthly
<b>Event promotion &amp; support</b>	Marketing of webinars/workshops	80% attendance target met for planned events	Per event

<b>Analytics reporting</b>	Social, website, email & sales analytics	<b>Marketing &amp; sales report submitted by 5th of each month</b>	Monthly
<b>SEO &amp; website updates</b>	Keyword ranking, page updates, optimization tasks	Minimum 2 website updates/month	Monthly
<b>Campaign performance analysis</b>	Insights, recommendations, improvements	1 optimization proposal per month	Monthly
<b>Final internship report</b>	Comprehensive summary of achievements, lessons & KPIs	Completed & submitted	End of internship

## 5. Duration and Location

- Duration: 6 months
- Start Date: 5<sup>th</sup> January, 2025
- End Date: 4<sup>th</sup> July, 2026
- Location: Lilongwe, Malawi
- Working Hours: 40 hours per week (flexible based on operational needs)

## 6. Supervision and Reporting

- Reports to the Chief Consulting Officer.
- Weekly check-ins for progress updates and guidance.
- Mentorship and professional development support provided.

## 7. Qualifications and Competencies

### Educational Qualifications

- Bachelor's degree or pursuing a degree in Marketing, Sales, Communications, Business Administration, or related field.

### Skills and Competencies

- Strong communication, writing, and presentation skills.
- Ability to create digital/visual content (graphics, posts, campaigns).
- Understanding of marketing and sales principles.
- Basic research and analytical skills.
- Proficiency in Microsoft Office, Google Workspace, Canva, Mailchimp, and social media platforms.
- Interest in proposal writing, tenders, and business development.
- Ability to work independently and collaboratively.
- Creativity, attention to detail, willingness to learn.

## 8. Learning & Development Objectives

The intern will gain:

- Hands-on experience in digital marketing, sales engagement, and client acquisition.
- Skills in proposal writing, tender responses, EOIs, and ToR development.
- Experience using CRM systems and analytics dashboards.
- Practical exposure to startup operations and consulting workflows.
- Project management, teamwork, and professional communication skills.

## 9. Remuneration

- This is an internship position.
- Stipend: A stipend, the amount of which will be mutually agreed, will be paid monthly to support the intern during the internship period.

## 10. Confidentiality

The intern must maintain strict confidentiality regarding company information, clients, and proprietary materials during and after the internship.

## 11. Intellectual Property

All content, proposals, reports, graphics, and materials produced remain the property of OBS.

## 12. Evaluation and Feedback

Performance will be assessed based on:

- Quality and timeliness of marketing + sales outputs
- Lead generation and follow-up effectiveness
- Contribution to tender submissions
- Professionalism, creativity, and initiative

Feedback will be provided monthly with a final evaluation at internship completion.

## 13. Timeline / Milestones

Month	Key Activities
<b>Month 1</b>	<ul style="list-style-type: none"><li>- Onboarding and introduction to OBS operations</li><li>- Set up tools, social media accounts, and CRM</li><li>- Develop and approve content calendar aligned with marketing strategy</li><li>- Orientation on marketing and sales processes, reporting, and performance KPIs</li></ul>
<b>Month 2–3</b>	<ul style="list-style-type: none"><li>- Execute social media campaigns and digital marketing activities</li><li>- Support lead generation, sales outreach, and follow-ups</li><li>- Assist in planning and promoting webinars, workshops, and events</li></ul>

	<ul style="list-style-type: none"> <li>- Identify relevant tenders, grants, and partnership opportunities</li> <li>- Begin drafting proposals, EOIs, and ToRs</li> <li>- Track and analyze campaign performance; report insights and recommendations</li> </ul>
<b>Month 4–5</b>	<ul style="list-style-type: none"> <li>- Prepare high-quality proposals, submissions, and capability statements</li> <li>- Optimize ongoing marketing campaigns based on analytics</li> <li>- Deepen client engagement and relationship management</li> <li>- Monitor lead conversion, pipeline, and sales activities</li> <li>- Conduct competitor and market research to inform strategy updates</li> <li>- Collaborate with team on content creation, events, and partnerships</li> </ul>
<b>Month 6</b>	<ul style="list-style-type: none"> <li>- Complete final internship report detailing achievements, lessons learned, and recommendations</li> <li>- Handover ongoing tasks, content calendars, CRM updates, and documentation</li> <li>- Present final marketing and sales analysis to supervisor</li> <li>- Provide input for future marketing and sales strategies</li> </ul>

**14. Application Process**

Interested candidates should submit:

- Cover letter expressing interest in the role
- CV / Resume
- Academic transcripts (if available)
- Contact details of two referees

Send to: [solutionsbusinessoffice@gmail.com](mailto:solutionsbusinessoffice@gmail.com)

Deadline: **25<sup>th</sup> December, 2025**