



Tender for Freelance Trainer

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| Job Title: | E-Business Trainer |
| Main Purpose of Job: | Delivery of the London E-Business Programme webinars, helping businesses to adopt good e-business and digital practice and techniques. |
| Relationships: | Reporting to Programme Manager |
| Based at/hours: | Based at Woolwich providing a remote service Part-time contractor delivering one 2 hour webinar per week |
| Contract: | Fixed Term until March 2025 <i>(with potential to be extended)</i> |
| Rate: | bids up to a maximum of £160.00 plus VAT per webinar |

Key Role and Responsibilities:

Supporting the Pan London E-Business Support Programmes 7 partners to meet project milestones and Key Performance Indicators (KPIs).

The programme was developed to address the digital divide within SMEs across London and help to close the skills gap. This contract is to develop and deliver training via Zoom webinars to small to medium-sized enterprises (SMEs) to help them learn to adopt good e-business and digital practice and techniques. The online training is available to eligible SMEs from all of the London boroughs. The E-Business trainer will support the work of the E-Business advisers through webinars to help SMEs to develop an online presence, digital marketing strategy and how to use digital tools to enhance and grow their business. They will deliver digital skills training to SMEs owners and their staff via online training.

- Deliver project outputs shown in the delivery profile for this role, 11 webinars per quarter.
- Teach SMEs how to implement digital technology to support their growth, through a variety of E-Business subjects which can relate to websites and Search Engine Optimisation (we aren't looking for an SEO specialist), effective use of social media, digital marketing, client relationship management (CRM) and information security etc.
- Ensure online project documentation is completed accurately and client signatures obtained as required.
- Deliver training on the programme which will address SMEs digital skills gaps in their organisation.
- Liaison with programme manager to ensure specific client support needs are met.
- Ensure quality of online content and training standards are maintained and progressed under the organisation's Matrix accreditation.
- Keep up to date with the latest digital technology available to support businesses.

Person Specification – Digital Expert

| Requirement: | E = Essential | D = Desirable | E or D |
|--|---------------|---------------|--------|
| Experience & Qualifications | | | |
| A relevant e-business, trainers, digital marketing, web development or cyber security qualification at Level 3 or above | | | E |
| Experience of providing digital training to SMEs for a period of 2 years or more, to demonstrate a good understanding of the needs of businesses trading in today's markets. | | | E |

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| Experience working on a funded projects i.e. European Union ESF/ERDF, Greater London Authority etc | D |
| An up to date knowledge of e-business, digital marketing and selling, web platforms, SEO and cyber security practices and experience in explaining the benefits and use to non-technical individuals. | E |
| Experience of delivering workshops/seminars/webinars/presentations | E |
| Understanding of the difficulties SMEs are facing as a result of the cost of living and energy crisis particularly with owners under-represented in business i.e. women, BAME and disabled entrepreneurs | D |
| Skills & Competencies | |
| Excellent communication , including presentation skills | E |
| Good organisational and time management skills to ensure online training is delivered in a timely and efficient manner | E |
| Prior industry experience in business growth and support sector | D |
| A team player who is hardworking and capable of working on their own initiative | E |
| Personal | |
| Willingness to work flexibly | E |
| Commitment to successfully deliver against quality and project output targets | E |

The role is remote although a base in Greenwich at the Royal Arsenal Gatehouse is available. A Standard DBS record check is required, these will need to be obtained prior to appointment.

Trainer

Signed: _____

Dated: _____

Programme Manager

Signed: _____

Dated: _____

