



## **TERMS OF REFERENCE - MEDIA CONSULTANT**

### **Introduction and Background**

The Sri Lanka Foundation Institute (SLFI), established by the Sri Lanka Foundation Law No. 31 of 1973, is a premier national institute dedicated to adult education and human resource development. SLFI offers a diverse portfolio of educational programmes, ranging from professional diplomas and certificate courses to specialised training workshops, aimed at enhancing the professional and personal capabilities of the Sri Lankan workforce.

To achieve its strategic goal of becoming one of the leading providers of professional education and training in Sri Lanka, SLFI seeks to engage a competent Media Consultant on an assignment basis. The consultant will be responsible for developing and guiding the implementation of a targeted communication sales strategy focused exclusively on promoting SLFI's Education Programmes to the State, Public, and Private sectors. The strategy must place a strong emphasis on Personal Selling and Digital Marketing techniques to drive measurable results.

### **Objectives of the Consultancy**

The primary objective of this assignment is to significantly increase the reach, enrolment, and revenue generated by SLFI's Education Programmes. This will be achieved through the following specific, measurable objectives:

- 1 Strategic Development: Develop a comprehensive, actionable Media communication and sales strategy focused on personal selling and digital channels.
- 2 Lead Generation and Conversion: Establish robust processes for lead generation and a clear strategy to improve lead conversion rates across all target sectors.
- 3 Enrolment Growth: Substantially increase the number of students for the education programmes, focusing on both individual and institutional enrolments.
- 4 Institutional Engagement: Facilitate and secure meetings with key institutional training managers in the State, Public, and Private sectors.
- 5 Corporate Needs Assessment: Systematically identify and document corporate training requirements to enable SLFI to tailor its offerings and secure customized training contracts.

### **Scope of Work (SOW)**

The consultant's work will be divided into two main phases: Strategy Development and Implementation Guidance, with a core focus on the two mandated communication channels.

## Phase I: Strategy Development and Planning

Task	Description	Target Sectors
Needs Analysis	Conduct a thorough analysis of the current market for professional education, including competitor analysis and a detailed assessment of the training needs of the State, Public, and Private sectors.	State, Public, Private
Integrated Media Strategy Document	Develop a detailed, integrated media promotional and sales strategy with clear goals, Key Performance Indicators (KPIs), budget allocation recommendations, and a 12-month action plan.	State, Public, Private

## Phase II: Implementation Guidance and Execution Plan

The consultant will provide detailed guidance and a phased execution plan for the following media promotional efforts:

### A. Personal Selling Strategy (Focus on Institutional/Corporate Clients)

Activity	Description	KPI Alignment
Media Sales Process Mapping	Design a structured B2B sales process for SLFI, from initial contact to contract closing, specifically for institutional training and 2026 action plan training programmes	Lead Conversion, Meeting Training Managers
Targeted Outreach Plan	Develop a list of high-priority State Ministries, Public Corporations, and Private Sector companies for direct sales efforts.	Finding Corporate Training Requirements

### B. Digital Media Promotional Strategy (Lead Generation and Conversion)

Activity	Description	KPI Alignment
Lead Generation Funnel	Design a digital lead generation funnel (e.g., paid search, social media ads) to capture individual and corporate interest for the programmes in the 2026 action plan	Lead Generation / Conversion
Content Strategy	Develop a content Digital Media Plan (e.g., blog posts, webinars, e-books) to attract and nurture leads from the three target sectors.	Lead Generation, Finding Students
SEO/SEM Optimization	Provide recommendations for optimizing SLFI's website and running targeted Search Engine optimisation campaigns for specific courses in the 2026 action plan	Number of Finding Students

## Duration and Reporting

- Duration: The assignment is expected to be completed within three months from the date of contract signing.
- Reporting: The Media consultant will report directly to the Director Academic and need to coordinate with Unit Heads of SLFI.
- Weekly progress meetings (physical or virtual) are mandatory with Unit Heads

## Professional Experience & Qualifications

The successful consultant/Marketing firm must demonstrate the following:

- A minimum of five (05) years of professional experience in handling media to promote education programmes, with a proven track record in the education or professional training sector.
- Demonstrable expertise in developing and executing integrated media campaigns, with specific, advanced knowledge of Personal Selling and Digital media channels.
- Proven ability to meet student targets in the 2026 education action plan related to lead generation, lead conversion, and institutional engagement.
- Possession of Membership or certification from recognised bodies such as CIM (UK) or SLIM (Sri Lanka) will be an added advantage
- If a Marketing Firm, should possess a minimum of **five (05)** years of Business Registration in the relevant field.

## Key Performance Indicators (KPIs) and Success Criteria

The successful completion of this assignment will be measured against the following KPIs:

KPI	Success Criteria for Assignment Completion
<b>Lead Generation</b>	Development of a documented, measurable process to generate qualified leads for scheduled programmes in the 2026 education action plan (corporate/individual) per month for the first three months of the execution plan.
<b>Finding Students for the Education Programmes</b>	Delivery of a comprehensive digital & Physical media promotional strategy and execution plan that clearly outlines how to reach and enrol individual students, including specific course-level targeting.
<b>Finding Corporate Training Requirements</b>	Inclusion of a detailed section in the Market & Needs Report that systematically documents the current and future corporate training requirements of the target sectors

## Payment

- The total payment for the successful completion of this entire assignment is a fixed fee of LKR 150,000.00 (One Hundred and Fifty Thousand Sri Lankan Rupees).