



# Ministry of Commerce, Industries, Labour, and Immigration (MCILI)

## Terms of Reference

Engagement of Training Provider for the Delivery of Digital  
Content Creation Training for Tourism Operators

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## 1. Background

The Government of Solomon Islands (SIG), through the Ecommerce Implementation Unit (EIU) within the Ministry of Commerce, Industries, Labour and Immigration (MCILI), is implementing targeted interventions under the National E-commerce Strategy 2022–2027 to strengthen digital capabilities of micro, small and medium enterprises (MSMEs), particularly within priority sectors such as tourism.

The tourism sector remains a key contributor to economic growth and employment. However, many tourism operators face constraints in effectively promoting their products and services due to limited capacity in digital content creation, including photography, videography, and online storytelling.

To address this gap, MCILI will implement a Digital Content Creation Training for Tourism Operators in Honiara, aimed at enhancing the ability of participants to create high-quality digital content and improve their online visibility.

MCILI intends to engage a qualified Training Provider through an Expression of Interest (EOI) process to deliver this training programme.

## 2. Objective of the Assignment

The objective of this assignment is to deliver a practical, industry-relevant Digital Content Creation Training tailored for tourism operators in Honiara using an existing and proven training programme.

## 3. Scope of Work

The Training Provider will be responsible for the delivery of the training programme as outlined below:

### 3.1. Delivery of Training Programme

- a) Deliver a five (5)-day in-person training programme in Honiara
- b) Utilize an existing, pre-developed training curriculum and materials
- c) Adapt and contextualize the delivery of the training to suit:
  - Tourism operators in Solomon Islands
  - Local business environments and available resources
- d) Cover key areas including:
  - Photography for tourism products and experiences
  - Videography and storytelling
  - Content creation using mobile devices
  - Basic editing techniques
  - Social media content creation and usage
- e) Facilitate interactive, hands-on sessions, including:
  - Demonstration
  - Practical exercises
  - Field-based activities
  - Group work and peer learning
- f) Provide qualified trainers (minimum of two) with demonstrated experience in digital content creation and training delivery.

### 3.2. Training Approach

- a) The training is practical and application-oriented
- b) Participants are able to produce actual content outputs, such as:
  - a. Photographs
  - b. Short promotional videos
- c) Training delivery is accessible to participants with basic to intermediate digital skills
- d) Low-cost and locally accessible tools and technologies are prioritized.

## 4. Deliverables

The Training Provider shall deliver the following:

- 4.1. **Training implementation plan** – including training schedule and delivery approach.
- 4.2. **Delivery of Training Programme** – completion of the full 5-day training.
- 4.3. **Training Completion Report** – including summary of training delivery, participant attendance and engagement, key outcomes and outputs, and challenges and recommendations. Completion report to be submitted 2 weeks after the training.

## 5. Duration of Assignment

The assignment is expected to be completed within a period of approximately **4-6 weeks**, covering preparation, delivery, and reporting.

## 6. Duty Station

The assignment will be undertaken in **Honiara, Solomon Islands**.

## 7. Institutional Arrangements

The Training Provider will report to the E-Commerce Implementation Unit (EIU), MCIL.

The EIU will be responsible for:

- 7.1. Overall coordination and oversight
- 7.2. Participant mobilization and selection
- 7.3. Logistical arrangements (venue, catering training setup etc.)
- 7.4. Providing contextual guidance on tourism sector priorities.

## 8. Required Qualification and Experience

### 8.1. Qualification

- Relevant tertiary qualification in digital media, communication, multimedia production, marketing, or a related field;
- Certification or formal training in photography, videography, digital content creation, or social media management will be an advantage;
- Demonstrated professional competence in the use of digital content creation tools, including mobile-based and/or desktop applications.

## 8.2. Experience

- Proven experience in delivering structured training programmes in digital content creation, multimedia production, or digital marketing;
- Demonstrated track record in delivering practical, hands-on training with measurable participant outcomes;
- Experience in utilizing an existing and established training programme, including evidence of prior delivery in similar contexts;
- Strong technical experience in photography, videography, video editing, and social media content development;
- Experience working with tourism operators, SMEs, or community-based enterprises, preferably within the Solomon Islands or Pacific context;
- Ability to adapt training delivery to suit participants with varying levels of digital literacy and access to technology;
- Strong facilitation, communication, and stakeholder engagement skills.

## 9. Payment Arrangements

Payments will be made based on deliverables as follows:

- 30% upon submission and approval of Training Implementation Plan;
- 50% upon completion of training delivery;
- 20% upon submission and acceptance of Training Completion Report.

## 10. Reporting Requirements

The Training Provider shall submit all deliverables to the E-Commerce National Coordinator, Ecommerce Implementation Unit (EIU) within agreed timelines.

## 11. Confidentiality and Ownership of Outputs

All outputs, reports, and materials produced under this assignment shall remain the property of MCILI. The Training Provider shall not disclose any information without prior written approval.

## 12. Submission Requirements

Interested Training Providers must submit:

- Company profile;
- Description of existing training programme (including modules and approach);
- Evidence of past delivery of similar training;
- CVs of proposed trainers;
- Financial proposal.

**Important note:** This assignment is strictly for the delivery of an existing training programme. Costs associated with the design and development of training materials will not be covered under this engagement.