



Lao's People Democratic Republic
Peace Independent Democracy Unity Prosperity

Job Title:	Department:
Master Trainer in Social Media Marketing (National) (Part-time, Lum Sum Contract) (01 Position)	Ministry of Education and Sports Department Technical and Vocational Education and Training (DTVET) Lao PDR: Priority Skills for Growth Project (Lao-PSG) Project ID: P172774 Project Coordinator Unit (PCU-DTVET)
Location:	Commence date
Vientiane Capital	2 June 2026

JOB PURPOSE

Lao People's Democratic Republic (PDR) faces a skills deficit, especially in key sectors such as agriculture, logistics, and ICT. At the same time, poor labor market intermediation services mean that even if an individual has the required skills, finding the right job can take time and effort. The skills and employability challenges are tough for women, migrants, and disadvantaged populations. For the Lao People's Democratic Republic (PDR) to realize its growth potential and follow an equitable growth path, it needs to make key investments in improving skill supply and employment services

The World Bank has supported the Government of Lao People's Democratic Republic (PDR) through providing technical and financial loan support to the Ministries of Education and Sports (MOES) and Labor and Social Welfare (MOLSW) to implement the Lao People's Democratic Republic (PDR) Priority Skills for Growth (hereinafter the Project) from July 2022 to June 2027. The project aims to enhance access, quality, and relevance of skills development and employment services for youth and other vulnerable groups in three priority sectors: agriculture, logistics, and information technology. The Project aims to catalyze system-level reform over the next five years, with a focus on labor-market relevant interventions.

To support and improve the delivery of the curriculum have been developed from the Project; DTVET is looking for a national consultant to support and facilitate for TVET Teacher Training in Social Media Marketing.

The training will focus on Intensive Professional Training. The training service on this topic will take 20 days, from 15 June -04 July 2026.

Scope of Work:

The Intensive Specific Professional Trainer will be part of the project coordinator unit (PCU) assisting in the supervision of the project. Therefore, the NISPT will be working with intensive professional trainer teams and other partners to provide training. Therefore, DTVE is hiring NISPT to enrich the understanding, knowledge, and skills of on Social Media Marketing, for 15 participants.

Detailed Tasks:

Deliverable	Description	Timeline
1. Inception Report & Training plan	The training curriculum is consistent with the project-developed curriculum, training schedule, and pre-training test design	3 days after signing
2. Training Package	Training materials, and handouts for training, presentations (PPTs)	Before training starts
3. Training Implementation	Completion of the 20-day intensive course.	15 June -04 July 2026
4. Final Report	Post-training test results, assessment of awareness, skills of participants, and recommendations.	10 days after training

Reporting Arrangement:

The National Intensive Specific Professional Trainer will report directly to the PDM office on day-to-day training activities and progress. Overall supervision and contract oversight will be provided by the PCU Project Manager, who will review and approve all deliverables prior to payment.

Minimum Qualification Requirements

The National Intensive Specific Professional Trainers should have the following qualifications and competencies:

- At least a Bachelor's degree in Marketing, Digital Marketing, Communications, Business Administration, Information Technology, or a related field is required. A Master's degree is also preferred.
- At least 7–10 years of practical experience in social media marketing, digital marketing, or online content creation and management.
- Proficiency in Lao is required; working knowledge of English is preferred.
- Good working knowledge of computer programs such as Word, Excel, and PowerPoint.

The successful candidate will sign his/her contract with PCU for 20 working days of selection.

Interested candidates should submit a written application with CV, copies of certificates, references, and the financial proposal to the address below no later than 22 May 2026.

Project Coordinator Unit (PCU)

Lao PDR: Priority Skills for Growth Project (P172774) (Lao-PSG)

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