

Consultoría en Mercados Laborales para un mapeo y desarrollo de estrategias de habilidades del Sector de Servicios Digitales para El Salvador

Contexto de la búsqueda: La División de Mercados Laborales y Seguridad Social está buscando a un profesional con experiencia en las diferentes áreas del Sector de Servicios Digitales de El Salvador para elaborar el mapeo de sector en el país y establecer el diagnóstico del estado actual. El objetivo general de ejercicio es establecer un punto de partida para mejorar e incrementar la contribución del sector de Servicios Digitales en la economía de El Salvador, con un enfoque especial en el potencial del sector para generar empleo a futuro. A raíz de la situación de emergencia por el COVID-19 se hace imperativa la transformación digital de las empresas del sector privado y de las instituciones de gobierno para adecuarse a la nueva realidad del mundo y la forma de hacer negocios, no solo en el mercado local sino también en el internacional. Siendo la tecnología el medio para dicha transformación, la evolución de las empresas del sector TIC y Servicios Digitales es crítica y como no se puede mejorar lo que no se puede medir, el mapeo del sector es la base para determinar un rumbo.

La consultoría contempla dos objetivos principales: 1) el desarrollo de un mapeo y diagnóstico del sector que provea información cuantitativa y cualitativa para documentar el tamaño, aporte económico, características principales, y ventajas comparativas del sector Servicios Digitales en El Salvador, que formará la base para el segundo objetivo de la consultoría; 2) el desarrollo de una estrategia de habilidades hacia una ruta para el crecimiento y mejora del sector.

La misión del equipo: Describa en un párrafo la misión de su unidad, departamento o sector [BID POR LLENAR]

Lo que hará: El/La consultor(a) tendrá las siguientes responsabilidades:

1. Desarrollar un **plan de trabajo, cronograma y metodología** para llevar a cabo un mapeo y diagnóstico del sector. El plan de trabajo debe incluir la identificación y una revisión de los diagnósticos, estudios y recomendaciones previos del sector hechas por CasaTIC, BID u otras instituciones/organismos.
2. Llevar a cabo un **mapeo y diagnóstico del sector**. El alcance final del estudio se determinará como parte del plan de trabajo consensuado entre el BID, CasaTic, y el consultor. Se deberán considerar las siguientes actividades:
 - a. Identificar los principales actores del sector de las TIC y Servicios Digitales en El Salvador
 - b. Definir la composición del sector en términos de empresas y sub-sectores
 - c. Cuantificar y dimensionar la contribución del sector en las siguientes áreas, identificando claramente las fuentes de información consultadas para cada uno:
 - Empleo:
 1. Estimado de personas empleadas en el sector, con posible desagregación por segmentos

2. Tasa de crecimiento de empleo en el sector durante los últimos 10 años
3. Brechas y oportunidades en términos de capital humano para el sector
 - Porcentaje del PIB representa este sector y su evolución
 - Importación/Exportación:
 1. Porcentaje del PIB que representa la IED del sector
 2. Número de empresas extranjeras que han invertido en el sector TIC y Servicios Digitales en el país
 3. Porcentaje del PIB que representa la exportación de servicios
 - Emprendimiento:
 1. Composición del ecosistema de “start-ups” en el sector
 2. Funcionamiento de la provisión de servicios (cadenas de valor) dentro del sector
 - Innovación
 1. Identificar y medir el emprendimiento en el sector (empresas que están invirtiendo/desarrollando tecnologías innovadoras en el país), especialmente en la oferta de soluciones orientadas a la digitalización transversal del sector privado y público de El Salvador que genera (o podría generar) un impacto positivo en otros sectores económicos.
3. En base al mapeo y diagnóstico del sector, determinar una estrategia de habilidades como **ruta** para el crecimiento del sector en los próximos 5 a 10 años. Debe incluir la proyección internacional (competitividad en el mercado global), proyección nacional, y la identificación de las áreas en las que el sector podría evolucionar para capturar más mercado, moverse a segmentos de mayor valor agregado y, por ende, generar más empleo.
4. Realizar al menos dos **ejercicios de validación** con partes interesadas públicas y privadas del sector TIC, contemplando: 1) validación de los resultados del mapeo/diagnóstico del sector; 2) validación de estrategia de habilidades. El mecanismo de validación (virtual o presencial) se definirá con MINEC, BID y otros actores pertinentes como ser CasaTic.
5. Participar en **reuniones de planificación y/o seguimiento** a la consultoría con el BID y MINEC. La frecuencia se determinará como parte del programa y plan de trabajo.

Entregables y Cronograma de pagos:

<u>Producto</u>	<u>% del contrato</u>
Producto 1: Plan de trabajo, incluyendo cronograma y metodología, aprobado por el BID y MINEC	10%
Producto 2: Borrador de mapa y diagnóstico del sector tras validación de miembros del sector	20%
Producto 3: Borrador de estrategia de habilidades	20%

Producto 4: Mapa, diagnóstico y estrategia de habilidades finalizados.
Entrega de reporte final tras validación de miembros del sector

50%

Lo que necesitarás:

Ciudadanía: Eres ciudadano/a de El Salvador o ciudadano/a de uno de nuestros 48 países miembros con permiso legal o de residencia para trabajar en El Salvador.

Consanguinidad: No tienes familiares (hasta el cuarto grado de consanguinidad y segundo grado de afinidad, incluido el cónyuge) que trabajan en el Grupo BID.

Educación: Estudios superiores en carrera afín al sector de las TIC es deseable, con formación necesaria y metodología para la ejecución de la consultoría.

Experiencia: Experiencia mínima comprobable de 10 años en el sector TIC o Servicios Digitales de El Salvador, a nivel de gerencias técnicas, comerciales y/o operativas es deseable. Conocimiento de las diferentes áreas (segmentos) de la industria, tales como:

- Infraestructura
- Soluciones empresariales (ERP/CRM, Seguridad, Business Intelligence, Analítica Predictiva, Tecnologías Cognitivas, Robótica y automatización de procesos)
- Desarrollo de software
- Servicios técnicos y de soporte
- Redes y comunicaciones
- Servicio de consultoría
- Modelos comerciales (B2C, B2B, B4B, Servicios Gestionados, Outsourcing de TI)
- Digitalización de procesos (DX – Digital Transformation)

Idiomas: Español. Nivel profesional de inglés es deseable.

Competencias generales y técnicas:**Resumen de la oportunidad:**

- **Tipo de contrato y modalidad:** PEC
- **Duración del contrato:** X días, no consecutivos
- **Fecha de inicio:** 1 de febrero, 2020
- **Ubicación:** El Salvador
- **Persona responsable:** Especialista sectorial, Fernando Pavon (SCL/LMK)
- **Requisitos:** Debes ser ciudadano/a de uno de los 48 países miembros del BID y no tener familiares que trabajen actualmente en el Grupo BID.

Nuestra cultura: nuestra gente está comprometida y apasionada por mejorar vidas en América Latina y el Caribe, y hacen lo que les gusta en un entorno de trabajo diverso, colaborativo y estimulante. Somos la primera institución de desarrollo de América Latina y el Caribe en recibir la certificación EDGE, reconociendo nuestro fuerte compromiso con la equidad de género. Como empleado, puedes ser parte de grupos de recursos internos que conectan a nuestra comunidad diversa en torno a sus intereses comunes.

Alentamos a las mujeres, los afrodescendientes, las personas de origen indígena y las personas con discapacidades a postularse.

Sobre nosotros: En el Banco Interamericano de Desarrollo, estamos dedicados a mejorar vidas. Desde 1959, hemos sido una fuente importante de financiamiento a largo plazo para el desarrollo económico, social e institucional en América Latina y el Caribe. Sin embargo, hacemos más que prestar. Nos asociamos con nuestros 48 países miembros para proporcionar a América Latina y el Caribe investigaciones de vanguardia sobre temas de desarrollo relevantes, asesoramiento de políticas para informar sus decisiones y asistencia técnica para mejorar la planificación y ejecución de proyectos. Para ello, necesitamos personas que no sólo tengan las habilidades adecuadas, sino que también sean apasionadas por mejorar vidas.

Nuestro equipo de Recursos Humanos revisa cuidadosamente todas las aplicaciones.

Consultancy to develop Pilot for reskilling and/or upskilling of workers in the digital services and tourism sectors – Consultant

Background: Pre-COVID-19, El Salvador was already facing great challenges of economic growth and job creation, exacerbated by the low levels of human capital development of its population and a mismatch between the supply and demand of skills. As a result of COVID-19, El Salvador faces numerous challenges to mitigate the impact of the pandemic on the labor market, in addition to those it had been experiencing prior to the pandemic. The country has to recover and reactivate formal employment, which fell 7.4% between February and August 2020 along with a 31.4% drop in the number of workers who obtained formal employment for the first time between January and September 2020. Considering that before the pandemic the informal economy already represented around 70% of workers, the increase in this figure and unemployment levels are even more worrying. Strengthening human capital is a critical component of job recovery. The digital services and tourism sectors present an opportunity for the reconversion and redistribution of human talent and the recovery of employment. The digital services sector reported total revenues of US \$ 2.8 billion in the digital economy in 2019 and El Salvador grew by 15.1% in users of the digital economy. To respond in a timely manner, El Salvador requires a reskilling & upskilling strategy for these two sectors.

With IDB funding, MINEC will finance the design and implementation of a pilot for reskilling of people whose employment has been impacted by the crisis. The target population of the pilot is people who are unemployed or whose employment has been impacted by COVID-19, and it is expected to have approximately 1,000 beneficiaries.

The Team: The Social Sector (SCL) is a multidisciplinary team convinced that investing in people is the way to improve lives and overcome the development challenges in Latin America and the Caribbean. Jointly with the countries in the region, the Social Sector formulates public policy solutions to reduce poverty and improve the delivery of education, work, social protection, and health services. The objective is to advance a more productive region, with equal opportunities for men and women, and greater inclusion of the most vulnerable groups.

The Labor Markets and Social Security Division (SCL/LMK) promotes more and better jobs in Latin America and the Caribbean. The IDB works to achieve regional goals in poverty reduction, equity of opportunities and improvement of labor productivity, through the strengthening of employment and training services, improvement in the design and scope of social security, and analysis of labor markets and labor information. To achieve these goals, the IDB is currently focusing on analytical work and projects in the following four main areas: Intermediation, Labor Training, Labor Force Migration and Social Security.

What you'll do: Design and test a model for reskilling and/or upskilling of workers to facilitate their employment in the digital services and tentatively tourism sectors.

The selected candidate may be expected to carry out the following activities:

- Design, and support implementation of a Pilot for reskilling and/or upskilling of 1,000 workers in the digital services and tourism sectors.
- Develop a training proposal with its processes for firms within these sectors
- Development of a training model for “master trainers” so they can successfully train other trainers in the future.

HRD Terms of Reference

Consultant Module PEC

- Provide support in the organization and systematization of evidence to present for the evaluation of the pilot.

Deliverables: The consultant will be expected to produce the following deliverables:

- Product 1: Workplan
- Product 2: Draft design of training model proposed (pilot) and train-the-trainer model¹.
- Product 3: Approved of final training model by sector stakeholders.
- Product 4: Final report of the pilot implementation results with recommendations for sustainability and scalability purposes (lessons learned).

Payment Timeline: The consultant will receive:

1. 10% upon delivery and approval by the Bank of Product 1
2. 20% upon delivery and approval by the Bank of Product 2
3. 20% upon delivery and approval by the Bank of Product 3
4. 50% upon delivery and approval by the Bank of Product 5

What you'll need:

Citizenship: You are a citizen of one of our 48-member countries.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Minimum qualification of a master's in economics, or other relevant field of study

Experience: A minimum of 5 years of experience in economic analysis and experience in evaluating skills programs or other similar training / education programs.

Language: Advanced proficiency in English

General and technical skills: The consultant is expected to have:

- Outstanding analytical, research and writing/synthesis skills.
- Extensive knowledge of the literature on apprenticeship programs and / or other similar job training programs in Latin America and the Caribbean
- Experience in developing and assessing of training programs, especially reskilling/upskilling programs.
- Written and verbal communication skills in Spanish and English
- Experience working with government entities and the private sector.

Opportunity Summary:

- **Type of contract and modality:** Product and services contractual, Lump Sum.
- **Length of contract:** The consultant will be hired for XX days, non-consecutively.
- **Start date:**

¹ This proposal will become the TORs for a firm to deploy/deliver training if it is determined such implementation should be carried out by an external firm.

HRD Terms of Reference
Consultant Module PEC

- **Location:** External consultancy (remote).
- **Person Responsible:** Fernando Pavon, Labor Markets Specialist.
- **Requirements:** You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. **We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality.** As an employee you can be part of internal resource groups that connect our diverse community around common interests.

We encourage women, afro-descendants, people of indigenous origins, and persons with disabilities to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.

Consultancy to develop, design, execution and monitoring of industry network coordination mechanism in the digital services and tourism sectors – Project Management Consultant

Operation Number: ES-T1316

Background: Pre-COVID-19, El Salvador was already facing great challenges of economic growth and job creation, exacerbated by the low levels of human capital development of its population and a mismatch between the supply and demand of skills. As a result of COVID-19, El Salvador faces numerous challenges to mitigate the impact of the pandemic on the labor market, in addition to those it had been experiencing prior to the pandemic. The country has to recover and reactivate formal employment, which fell 7.4% between February and August 2020 along with a 31.4% drop in the number of workers who obtained formal employment for the first time between January and September 2020. Considering that before the pandemic the informal economy already represented around 70% of workers, the increase in this figure and unemployment levels are even more worrying. Strengthening human capital is a critical component of job recovery. The digital services and tourism sectors present an opportunity for the reconversion and redistribution of human talent and the recovery of employment. The digital services sector reported total revenues of US \$ 2.8 billion in the digital economy in 2019 and El Salvador grew by 15.1% in users of the digital economy. To respond in a timely manner, El Salvador requires a reskilling & upskilling strategy for these two sectors.

With IDB funding, MINEC will finance the design and implementation of a pilot for reskilling of people whose employment has been impacted by the crisis. The target population of the pilot is people who are unemployed or whose employment has been impacted by COVID-19, and it is expected to have approximately 1,000 beneficiaries.

The pilot will focus on implementing one of the sector skills strategies developed for the selected sectors. A coordination mechanism will be developed and implemented for the key stakeholders of the selected industry for the prioritization and constant updating of the skills strategy. It also seeks to promote the articulation of the sector and generating a strategic vision and promoting the labor insertion of the participants. This requires the hiring of a project manager within MINEC for the design, execution, and monitoring of this coordination, as well as the review of the scaling and sustainability proposal.

The team: The Social Sector (SCL) is a multidisciplinary team convinced that investing in people is the way to improve lives and overcome the development challenges in Latin America and the Caribbean. Jointly with the countries in the region, the Social Sector formulates public policy solutions to reduce poverty and improve the delivery of education, work, social protection, and health services. The objective is to advance a more productive region, with equal opportunities for men and women, and greater inclusion of the most vulnerable groups.

The Labor Markets and Social Security Division (SCL/LMK) promotes more and better jobs in Latin America and the Caribbean. The IDB works to achieve regional goals in poverty reduction, equity of opportunities and improvement of labor productivity, through the strengthening of employment and training services, improvement in the design and scope of social security, and analysis of labor markets and labor information. To achieve these goals, the IDB is currently focusing on analytical work and projects in the following four main areas: Intermediation, Labor Training, Labor Force Migration and Social Security.

HRD Terms of Reference

Consultants

What you'll do:

- Support in the development of policy and technical dialogue with employment, technical education and economy authorities, as well as representatives of the productive sector, trade union associations and other actors, educational and/or job training institutions, international agencies, non-governmental and governmental organizations that intervene in the sector.
- Contribute to the generation of a coordination mechanism to promote the articulation of the sector and generating a strategic vision and promoting the labor insertion of the participants.
- Support the analysis of results and impacts; and progress of achievement of the results of the upskilling & reskilling pilot in the selected sectors, as well as analyzing the reasons for possible delays and alternatives to achieve the necessary results.
- Participate in: (i) management by results; (ii) administration missions, technical and operational supervision visits, and meetings of technical support and guidance for MINEC, in accordance with the agreed supervision plans; and (iii) coordinating efforts with other cooperation agencies within the Bank's program with the country in the sector.
- Support MINEC in: (i) achieving the effective execution of the operations under their responsibility and continuously evaluating the institutional capacity of all the execution instances of projects at the national level or in the localities where they develop; (ii) convey information on best practices, technical support needs and other relevant aspects to ensure the smooth running of the financial and physical execution, and achievement of results of its operations with the LMK; and (iii) support in the intermediate and final evaluations of the execution of operations and assist in guiding the design of the corresponding reports.
- Coordinate with industry-specific organizations for skills development initiatives.
- Support the development and monitoring of knowledge products and technical support on the skills development strategies in selected sectors, as well as in the preparation of possible Bank funded project in this subject matter, as well as monitoring and evaluation of policies and programs on the topics cited in the context of national development policies and promotion of productivity and equity.
- Actively participate in the planning of workshops and events including the dissemination and social marketing of knowledge products, operations, workshops, and seminars and other SCL/LMK activities.

Skills you'll need:

- **Education:** Master of Social Sciences, Public Policy, Development, Economics, or related field.
- **Experience:** 5-10 years of professional experience in design and project management, analysis of public policies and/or programs. The following will be valued: (i) experience in the design and supervision of skills development projects; (ii) relevant experience in the public sector in related areas; or (iii) previous experience in the Bank or similar institutions and areas.
- **Languages:** Proficiency in Spanish. Knowledge of another official Bank language will be considered positively.
- **Core and Technical Competencies:** Experience in public policy analysis, planning, organization and execution of operations and projects will be positively valued. Experience

HRD Terms of Reference Consultants

in skills development projects and working with private sector organizations will be positively valued. Excellent ability to work in a team and communicate effectively both orally and in writing.

Opportunity Summary:

- **Type of contract:** Consultant
- **Length of contract:** 12 months, renewable up to 12 additional months based on a performance evaluation at the end of the year.
- **Starting date:** January 1st, 2021.
- **Location:** The consultant will be based in San Salvador, El Salvador.
- **Responsible person:** Labor Markets Specialist assigned to the country in which the consultant is based.

Requirements: You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

Our culture: Working with us you will be surrounded by a diverse group of people who have years of experience in all types of development fields, including transportation, health, gender and diversity, communications and much more.

About us: At the Inter-American Development Bank, we're devoted to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Payment and Conditions: Compensation will be determined in accordance with Bank's policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

Visa and Work Permit: The Bank, pursuant to applicable policies, may submit a visa request to the applicable immigration authorities; however, the granting of the visa is at the discretion of the immigration authorities. Notwithstanding, it is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country(ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded.

Consanguinity: Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the IDB, IDB Invest, or MIF as staff members or Complementary Workforce contractuals, will not be eligible to provide services for the Bank.

Diversity: The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin,

HRD Terms of Reference

Consultants

ethnic origin, race, disability, sexual orientation, and religion. We encourage women, Afro-descendants and persons of indigenous origins to apply.