Terms of Reference

Division: Division of Enterprises and Institutions  
Section: Sustainable and Inclusive Value Chains Section  
Duty station: Geneva, Switzerland

About ITC SheTrades
The International Trade Centre launched the SheTrades initiative to create an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment.

The Goal: Connect three million women to market by 2021.
A Plan: To work with partners including governments, private sector, international organizations, and others to expand opportunities for women entrepreneurs by acting on 7 pillars to catalyse trade.

Through country-based activities, SheTrades enables women entrepreneurs to improve the quality of their products and services. One of the greatest challenges that remain is creating quality deal flow for investors committed to investing in women owned SMEs in support of the SDGs.

An App: Women entrepreneurs can find trade partners through facilitated business/investment linkages and on a free-to-use web and mobile app.

There have been more than 10 SheTrades country launches where governments have embraced the initiative and adapted it to local context to ensure that women have a greater role in their economies. More than 120 corporations and institutions have signed up to support the initiative.

The projects designed and implemented under the SheTrades initiative target: Policy Makers: including initiatives on public-private partnerships, advocacy, trade facilitation, assessments at national and sectoral levels, awareness raising and building government and institutional capacity to source from women-owned enterprises.

Institutions: involving relevant TISIs as multipliers and to ensure sustainability of project outcomes.

Building the capacity of relevant TISIs, including Women’s Business Associations (WBAs), to connect members to commercial opportunities, and working with TISIs, in particular Trade Promotion Organizations (TiPOs), to improve their service offering, outreach and integration of women in their networks, providing women entrepreneurs with capacity building and other empowerment activities.

Entrepreneurs: supporting women entrepreneurs to enhance their export capability, to ensure their products and services meet buyers’ requirements and to provide matchmaking opportunities to generate export transactions.
The specific tasks under this contract relate to support for the SheTrades team including the successful organization of events and project activities; contribution to research; and the preparation of various written outputs and background documents.

**Description of Duties/Responsibilities**

Under the overall guidance and supervision of the SheTrades' Associate Programme Officer, the consultant will undertake the following:

1. Drafting, formatting, editing web content for the SheTrades initiative
2. Support the development of new communication products, including brochures, flyers, digital marketing materials and videos
3. Managing the SheTrades Facebook page and email marketing (newsletters via mail chimp)
4. Acting as SheTrades communications focal point with CE; developing and scheduling social media posts on behalf of the SheTrades team
5. Reviewing/Updating the content on the SheTrades online platform
6. Providing technical support to users of the SheTrades platform
7. Supporting the implementation of the new communications strategy
8. Monitoring the delivery of e-learning activities and promoting them on the SheTrades platform and via email
9. Drafting, reviewing and/or editing content for web stories, success stories, press releases, video scripts, speeches, formal letters, presentations and other communication materials
10. Supporting coordination of workshops, trade fairs and other events by providing communication materials (social media content, profile books, brochures, flyers, attendee lists, agendas, banners, etc.) and supporting correspondence with speakers and participants
11. Supporting the hiring and communication with digital marketing agencies to optimise the SheTrades platform
12. Liaising with web developers to support the development of the SheTrades online platform

The Consultant has to ensure that s/he has obtained the necessary permissions with regard to intellectual property rights required to perform his/her services under this consultancy contract and for the subsequent dissemination by ITC in any form. Documentary proof is to be submitted to ITC. (S/he has further to ensure to obtain the accreditation to the event(s), as required. Should any license fee be due for the use of copyrighted materials of third parties, the Consultant shall request the prior written permission from ITC. The contractor is obliged to provide full access to ITC external and internal auditors to documents and information. In addition, the contractor shall comply with any audit undertaken in line with the financial regulations and rules of the United Nations.

**Expected Outputs and Timelines**

**Output 1:**
- All content on the SheTrades online platform is monitored daily and updated once per week;
- 4 posts on SheTrades Facebook page per week
- Messages to users, including newsletters and communiques are sent 4 times per month
- Liaise with partners on results and content related to the SheTrades online platform
- Monitor the development progress of the SheTrades online platform
- 4 Success/web stories based on SheTrades projects’ results are drafted
- Daily management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
- Create 4 digital cards for SheTrades activities
- Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

**Output 2:**
- Content on the SheTrades online platform is updated twice per month; new events are uploaded, success stories page is updated
- 4 posts on SheTrades Facebook page per week
- Messages to users, including newsletters and communiques are sent 4 times per month
- Monitor the development progress of the SheTrades online platform
- 4 Success/web stories based on SheTrades projects’ results are drafted
- Weekly management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
- Create 4 digital cards for SheTrades activities
- Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

**Output 3:**
- Content on the SheTrades online platform is updated twice per month; new events are uploaded, success stories page is updated
- 4 posts on SheTrades Facebook page per week
- Messages to users, including newsletters and communiques are sent 4 times per month
- Monitor the development progress of the SheTrades online platform
- 4 Success/web stories based on SheTrades projects’ results are drafted
- Weekly management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
- Create 4 digital cards for SheTrades activities
- Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

**Output 4:**
- Content on the SheTrades online platform is updated twice per month; new events are uploaded, success stories page is updated
- 4 posts on SheTrades Facebook page per week
Messages to users, including newsletters and communiques are sent 4 times per month
Monitor the development progress of the SheTrades online platform
4 Success/web stories based on SheTrades projects’ results are drafted
Weekly management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
Create 4 digital cards for SheTrades activities
Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

Output 5:
Content on the SheTrades online platform is updated twice per month; new events are uploaded, success stories page is updated
4 posts on SheTrades Facebook page per week
Messages to users, including newsletters and communiques are sent 4 times per month
Monitor the development progress of the SheTrades online platform
4 Success/web stories based on SheTrades projects’ results are drafted
Weekly management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
Create 4 digital cards for SheTrades activities
Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

Output 6:
Content on the SheTrades online platform is updated twice per month; new events are uploaded, success stories page is updated
4 posts on SheTrades Facebook page per week
Messages to users, including newsletters and communiques are sent 4 times per month
Monitor the development progress of the SheTrades online platform
4 Success/web stories based on SheTrades projects’ results are drafted
Weekly management of shetrades.com interactions: offers, tenders, verifiers, according to SheTrades guidelines
Create 4 digital cards for SheTrades activities
Coordinate the monthly SheTrades Partners’ calls by liaising with participants, securing visuals and content for presentations

Travel
Possible travel involved.

Skills
Excellent oral and written communication skills, with report writing experience
Ability to keep tight deadlines
Computer literate in MS office applications (PowerPoint, Excel and Word)
Experience with graphic design is desirable
Knowledge of issues related to gender and ICTs is a plus

Education
Postgraduate degree (MA/MSc/MBA, PHD or other)
Postgraduate degree (MA/MSc/MBA, PHD or other) Relevant field of study:
international trade, Information technology, Communications

Experience
At least 3 years of work experience with Communications projects.

Language
Fluency in spoken and written English. French is desirable.