

## TERMS OF REFERENCE

**Services/ Work Description:** Research on online selling in the Russian Federation

**Project Title:** B723 - Ready4Trade Central Asia

**Post Title:** Russian speaking e-commerce research consultant

**Type of Consultant:** International Consultant

**Duty Station:** Home based

**Tentative Start Date:** ASAP

**Tentative End Date:** November 2021 (part-time)

**Travel:** No

### Background:

The Ready4Trade Central Asia (CA) Project aims to **promote intra-regional and international trade in Central Asia** by enhancing the transparency of cross-border requirements, removing regulatory and procedural barriers, strengthening business capability to comply with trade formalities and standards, as well as by improving cross-border e-commerce.

The Ready4Trade CA Project is the third component in the framework of a larger EU-funded programme aimed to support Investment, Competitiveness and Trade in CA. The Project will promote in particular trade within the CA region and between the CA countries and the world with a focus on the EU. Although the Ready4Trade CA Project will reap synergies from regional implementation, the ensuing technical interventions will respond to the individual needs and priorities of each beneficiary country.

The Project is structured according to four Expected Results (ER)/Outcomes:

- ER 1. Key regulatory and procedural obstacles to international trade are addressed;
- ER 2. SMEs capacities to comply with cross-border requirements (including notably quality standards, technical regulations, relevant preferential trading schemes/GSP+) are improved;
- ER 3. Improved Central Asia countries readiness, in particular women-led companies, for conducting cross-border e-commerce;
- ER 4. Increased opportunities for participation of women-led enterprises in international trade.

Under ER 3 “Improved Central Asia countries readiness, in particular women-led companies, for conducting cross-border e-commerce”, the Project will provide beneficiary SMEs with knowledge and practical insights on how to sell online on international and regional markets. The Russian Federation is one of the target markets for SME beneficiaries.

The services of an e-commerce expert are needed to develop a report and handbook on online channels in the Russian Federation.

### **Description of Duties/Responsibilities**

The e-commerce expert will work under the direct guidance of the ITC E-Commerce Expert and will undertake the following duties:

1. Provide an overview of marketplaces and online stores in Russia for defined sectors, product groups and selling model (B2B, B2C). Define most suitable marketplaces and online stores, top five per each sector.
2. Analyze five selected marketplaces and/or online store per sector based on the established structure.
3. Provide an overview of social media channels in Russia and recommend most suitable channels for promotion of defined product groups
4. Provide an overview of search engines in Russia and develop recommendations on SEO and SEM.
5. Develop three handbooks for selected marketplaces or online stores.
6. Develop a handbook on VK.

### **Expected Outputs and Timelines**

#### **Deliverable 1:**

- Develop a report for defined sectors and product groups containing Section 1: Overview of marketplaces and online stores in Russia; Section 2: Suitable marketplaces and online stores; Section 3: Overview of social selling in Russia and practical insights; Section 4: Search engines in Russia and recommendations on SEO and SEM. The report will be provided in Russian and in English.

#### **Deliverable 2:**

- Develop power point presentation with key findings on each of the sections of the report produced under deliverable 1. The material will be developed in Russian and presented in Russian during a two-hour online webinar for participants from five Central Asian states. The webinar will include the presentation of the material and Q&A session from the participants.

#### **Deliverable 3:**

- Develop a handbook for each of three selected marketplaces, in accordance with the established structure. The three handbooks will be produced in Russian
- Develop a handbook for VK.com, in accordance with the established structure. The handbook will be produced in Russian and in English.

## **Skills**

- Excellent e-commerce skills
- Excellent communication and presentation skills
- Excellent organizational skills
- Ability to work independently and to solve problems
- Flexibility and ability to work under pressure and tight deadlines
- Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and the development and analysis of online surveys
- Excellent diplomatic skills and ability to work in a multi-cultural environment with sensitivity and respect for diversity.

## **Education**

Choose one

- Undergraduate degree (BA/BSC or other)
- Advanced degree (MA/MSc or other)
- Post-graduate degree (PhD or other)
- Secondary school
- Other

Subject of degree required for this assignment: A wide range of business and economics degrees relevant to the assignment.

## **Experience required**

- At least five years of experience in e-commerce with reference to Russian online channels (marketplaces, online stores, social media, search engines).
- Strong understanding of e-commerce or its specific aspects like marketplaces or internet store management, digital marketing, web development.
- Industry related experience of working with textile and garments or handicrafts or processed food businesses will be an asset.

## **Language**

Advanced Russian. Advanced English.