

## HIRING OF CONSULTANT

### TERMS OF REFERENCE

<b>Services/Work Description:</b>	Graphic designer for the <a href="#">online community ecomConnect</a>
<b>Project/Program Title:</b>	ITC ecomConnect (former e-Solutions)
<b>Post Title:</b>	International consultant
<b>Duty Station:</b>	Home-based
<b>Contract type:</b>	B
<b>Travel:</b>	No
<b>Expected Start Date:</b>	25/03/2021

### BACKGROUND

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization (WTO) based in Geneva. ITC's mission is to enable small business export success in developing and transition-economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

E-commerce has the potential to become a significant part of the economic activity in developing and least developed countries by offering the opportunity to access wider markets without the constraint of having to establish and maintain physical stores. SMEs in these countries, however, face numerous hurdles in order to develop their online presence from availability of ICT, access to the required skills and financial support to limited infrastructure and networks.

The ITC ecomConnect Programme actively supports MSMEs on their digital journey through its capacity building, research and facilitation of innovative solutions, collaborative structures, partnerships and digital tools and technologies. Through the recently developed online community platform [ecomConnect.org](https://ecomconnect.org), the ITC ecomConnect Programme brings together micro, small and medium sized companies, start-ups, organizations and business experts in e-commerce to build-up connections with e-commerce businesses and experts, acquire digital expertise and learn new skills through free resources, such as online courses, tools, guidelines, success stories, live webinars and Q&A sessions.

ITC would like to hire a web designer to work on ITC ecomConnect online community (<https://ecomconnect.org>). The platform has been built with the software Hivebrite, tailored for building online community platforms. The platform comes with its own design with some options of customization (name/logo/favicon, colour code, font, custom images for different pages (groups, events, landing, etc.)). The platform includes a public landing page and a series of private tabs.

The overall purpose of this assignment is to create and implement a visual identity for the ecomConnect community that will unlock the potential functionalities of the current software and display the content in a more organized, attractive and user-friendly manner. The consultant will work closely with the ecomConnect team to understand users' needs and identify improvements.

### DUTIES AND RESPONSIBILITIES

**1. Improve design of public page and community pages**

- Assess the current website structure and contents for ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update, information retrieval, etc. Review similar websites with application submission features to benchmark good practices in layout design, navigation, usability, etc.
- Create a graphic design guideline for the ecomConnect platform, including details of its visual identity, fonts, colour palette, etc. The design of a logo is not necessary. The site interface should be responsive and be fully functioning on all devices, such as a laptop, a mobile, a tablet, etc.
- Create a new landing page and update the design of all community pages within constraints of the Hivebrite platform.
- Create a responsive image slider for the “Video tutorials” and “Tools” tabs.

**2. Develop high-quality graphic design material**

- Design a set of illustrations identifying the main activities on the platform for, at least:
  - Events: 1) Ask the Expert, 2) Get inspired, 3) Network with the Community
  - Toolkit: 1) Articles and guides, 2) Video tutorials, and 3) Tools
- Design a set of social media visuals to promote each of the events (1) Ask the Expert, 2) Get inspired, 3) Network with the Community).

**3. Maintain the online community**

- Provide 6 months maintenance for the website and undertake the necessary updates. The maintenance activities include:
  - Fix problems that may appear against any design or development flaws.
  - Update website graphics supplied by ITC.

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.

**EXPECTED OUTPUTS AND TIMELINES**

1. Graphic guideline developed	April 11, 2021
2. Illustrations and promotional materials designed	April 11, 2021
3. New design for landing page and platform tabs developed	April 18, 2021
4. New design for landing page and platform tabs successfully applied	April 25, 2021
5. Website maintenance successfully carried out	August 31, 2021

**TRAVEL**

No travel

**SKILLS**

- Have excellent knowledge of recent trends in graphic design and websites

**EDUCATION**

- Degree in website development, software engineering, graphic design or any other relevant qualification.

**EXPERIENCE****a) Required**

- At least 2 years' work experienced in the field of IT as a website designer/developer and must have strong skills in HTML.
- Familiarity and relevant experience in using different Content Management Systems.
- Candidates should provide a portfolio containing examples of their achievements.

**b) Other**

- Proven hands on experience to create innovative and visually appealing design

**LANGUAGE**

Excellent knowledge of spoken and written English.