

## Terms of Reference

### Website Creator

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| <b>Position description: Website Creator</b> |  |
| <b>Name</b>                                  |  |
| <b>Activity name</b>                         | Cooperative Business & Marketing Support   |
| <b>Project background</b>                    | <p>The Polish Center for International Aid (PCPM) is currently implementing a project funded by the World Food Program (WFP), with the objective of, among others, providing Business and Marketing support to one or more cooperatives in Akkar.</p> <p>As part of the support, a market analysis was conducted and a marketing plan was drafted. The plan will be put to action during the current phase of the project, during which an e-commerce website will be built for the cooperative of Fnaideq.</p> <p><b>Background Specific for the Assignment</b></p> <p>PCPM is seeking the services of a highly qualified "E-Commerce Website Creator" to create an e-commerce website for the sales of the Cooperative's products while ensuring that the activity is implemented in a sustainable manner.</p>   |
| <b>Geographical scope of the project</b>     | Jord El Qaitaa: Fnaideq  |
| <b>Key Responsibilities</b>                  | <p>The key responsibility of the Website Creator is to create an e-commerce website.</p> <p><b>The Consultant will:</b></p> <ul style="list-style-type: none"> <li>- Create an e-commerce website by adapting a well-established template and coordinating its design with the graphic designer;</li> <li>- Work closely with Marketing Expert and Graphic Designer.</li> </ul> <p><b>Deliverables:</b></p> <p>The Website Creator is expected to submit the following deliverables:</p> <ul style="list-style-type: none"> <li>- Pages: <ul style="list-style-type: none"> <li>o Home</li> <li>o Shop</li> <li>o News &amp; Events</li> <li>o About Us</li> <li>o Contact Us</li> </ul> </li> <li>- Website Design <ul style="list-style-type: none"> <li>o Mobile-first design</li> <li>o Modern Custom template</li> <li>o Banners and graphic assets design</li> <li>o Admin Panel</li> </ul> </li> <li>- E-commerce Platform <ul style="list-style-type: none"> <li>o Unlimited Products</li> <li>o Integration with Social Media platforms</li> <li>o Up-selling</li> </ul> </li> <li>- SEO <ul style="list-style-type: none"> <li>o Full site optimization</li> <li>o Google business profile</li> <li>o Google search console</li> </ul> </li> <li>- Data Entry</li> </ul> |

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|                                  | <ul style="list-style-type: none"> <li>○ Upload products detail and images</li> <li>○ Create product descriptions</li> <li>- Integration <ul style="list-style-type: none"> <li>○ Payment gateway</li> <li>○ Delivery company gateway</li> <li>○ Social media platforms API</li> <li>○ Facebook Pixel</li> <li>○ Google Analytics</li> <li>○ Cloudflare</li> </ul> </li> <li>- Hosting <ul style="list-style-type: none"> <li>○ Managed hosting with SSH access</li> </ul> </li> <li>- <i>Note: Website content management will be handled by marketing team</i></li> <li>- 1-year hosting</li> <li>- 1-year domain name</li> </ul>   |
| <b>Coordination/ Cooperation</b> | The Website Creator will cooperate and report to Project Coordinator and the Programme Officer.   |
| <b>Timeline</b>                  | The expected timeline of the consultancy is between the 1 <sup>st</sup> of October and the 30 <sup>th</sup> of November 2023. The consultant must provide a detailed work plan with specific milestones and activities.   |
| <b>Minimum Qualifications</b>    | <p><b>Education and Professional Experience:</b></p> <p>The minimum qualifications and skills of the Consultant are:</p> <ul style="list-style-type: none"> <li>- A degree in Web Design or related field;</li> <li>- Proven record in e-commerce website design;</li> <li>- Strong analytical skills and the ability to conduct research and data analysis related to the cooperative's products and market;</li> <li>- Excellent communication and presentation skills in Arabic and English;</li> <li>- Previous experience with NGOs and cooperatives is an advantage.</li> </ul> <p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>- Good knowledge in local and regional markets;</li> <li>- Reliability: fulfilling obligations in a highly responsible manner;</li> <li>- Excellent communication skills;</li> <li>- Cultural sensitivity;</li> <li>- Self-control and maintaining composure;</li> <li>- Analytical thinking, attention to detail, and proper information management;</li> <li>- Tolerance and adaptability;</li> <li>- Accountability toward stakeholders;</li> <li>- High confidentiality, respect and non-discrimination attitude.</li> </ul> |