

Terms of Reference – Shopify Developer

Project #: Division of Sustainable and Inclusive Trade – Ethical Fashion Initiative (PCTP)

Assignment title: Shopify Developer

Contract duration: 3 months from ASAP

Duty station: Home-based

Travel: No

To apply, please send your portfolio and cover letter to efashion@intracen.org by 29th July 2022.

Background:

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative aim to reduce global poverty by involving micro-entrepreneurs from the developing world in international and regional trade. In other words, the Programme enables marginalised communities of micro-entrepreneurs to be part of the international fashion value chain through a business infrastructure, tailored around a unique system of work that enables these communities - mostly women - to thrive in association with the talents of the fashion world. This system of work also involves consumers, through the application of a specific communication strategy, geared to increase awareness on the story behind each product and allowing people to make informed choices in their purchasing behaviour.

EFI's B542 project, "EU Identity Building and Sharing Business Initiative: An ethical and 'glocal' approach to Job Creation and Sustainable Development", financed by the European Union (EU), supports the creation of a new market for creative goods, thus contributing to job creation and poverty reduction. As part of this EFI runs an African Designers Accelerator (EFI Accelerator) through which it supports designers in production management, marketing and business planning, with the objective of making them investment-ready. The Accelerator includes a very concrete and business-oriented training to enable Accelerator participants to learn the technical skills as well as the soft-skills required to work in the international value chain of fashion.

EFI provides mentorship in digital communications and marketing strategy for the selected SME's (4), including e-commerce support. In light of this, EFI seeks the services of a web developer with expertise in Shopify to support the designers in building an excellent and effective online sales platform.

Description of Duties/Responsibilities

Under the guidance of the Senior Programme Officer and supervision of the Associate Programme Officer, the consultant will undertake the following tasks:

- Build 1 Shopify website from scratch, work with EFI team and designers to design wireframes and mock-ups in line with branding, and implement site on shopify platform.
- Complete development on 3 Shopify sites (designs have been approved)
- Guide designers in selecting themes and plugins for Shopify
- Custom coding of themes, pages, website structure (CSS, HTML)
- Edit and create images and graphics for web
- User testing on all sites.

- Provide pertinent information to EFI team on Shopify payment providers

Expected Outputs and Timelines

1. Shopify website 1 completed by 2nd September 2022.
2. Shopify website 2 completed by 9th September 2022.
3. Shopify website 3 completed by 14th October 2022.
4. User testing and troubleshooting completed on all sites by 30th October 2022.

Travel/Duty station

- Home-based.

Qualifications, Competencies and experience required:

Skills

- Excellent CSS/HTML coding ability
- In depth knowledge of Shopify platform required.
- Ability to create high performing ecommerce stores.

Education

- Diploma in web development, graphic design or related field.
- A minimum of 5 years relevant work experience and portfolio will be accepted in lieu of a diploma.

Experience

- A minimum of 3 years relevant work experience.
- Solid experience in Shopify development required.

Language

Fluency in written and spoken English.