

## Terms of Reference – International consultant

### EFI Kenya

**Assignment title:** Web Developer

**Contract duration:** 1 month, from November 25th

**Duty station:** Home based

**Travel:** N/A

#### **Background:**

The ITC Poor Communities and Trade Programme (PCTP) and its Ethical Fashion Initiative (EFI) reduces global poverty by enabling micro-entrepreneurs from the developing world in international and regional trade. The Programme supports marginalized communities of micro- entrepreneurs to become part of the international fashion value chain through a bespoke business infrastructure around a unique system of work that enables these communities – mostly women – to thrive in association with the talents of the fashion world. EFI works by creating a permanent linkage between the market and micro-producers, a link harnessed through social enterprises that run production and trade hubs. The four key stakeholder groups of this model are consumers, buyers and businesses in the lifestyle sector, social enterprise running centralized production hubs and artisans and micro-entrepreneurs grouped in legal entities.

The Agency of the Italian Development Cooperation (AICS) and the International Trade Centre (ITC) are working together on an ambitious project Designing the Future, a Green and Inclusive Fashion Ecosystem for Kenya. As part of this project, which strives to connect micro-producers from Kenya with the global fashion industry, EFI is carrying out extensive work to communicate with multiple audiences that are pertinent for the project: consumers, especially those committed to sustainability; fashion brands; civil society and advocacy stakeholders. In this context, EFI is looking to hire a Web Developer to support the project.

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

Under the general supervision of the Senior Programme Officer and in consultations with other members of the EFI team, the incumbent will undertake the following tasks aimed at :

1. Review of EFI's backend website and mapping of all potential bugs that need to be fixed with the aim of updating the security and functionality settings of the website.
2. Provide advice and guidance on improving the user friendliness and performance of the EFI website.

**Expected Deliverables:**

1. Update the security settings of the EFI website by November 30th,
2. Improvements to user friendliness and website functionality completed by November 30th.

**Competencies:**

- Excellent CSS/HTML coding ability.
- In depth knowledge of Wordpress platform required.
- Ability to create high performing websites.

**Education:**

Undergraduate degree (BA/BSC or other).

**Experience:**

A minimum of 2-years of relevant work experience. Solid experience in Wordpress development required.

**Languages:**

Fluent knowledge of English.