

## **Terms of Reference – International consultant**

**Assignment title:** Website Development and maintenance specialist

**Contract duration:** August 15th until 15th December 2025

**Duty station:** Home based

**Travel:** N/A

### **Background:**

The International Trade Center (ITC) 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 Benin and Burkina Faso, EFI works with the “Support to Business Friendly and Inclusive National and Regional Policies, and Strengthening Productive Capabilities and Value Chains” Programme which aims to complement the European Union support for private sector development in ACP countries, under the context of the joint ACP-EU Programme for ACP Private Sector Development Support, adopted by ACP-EU Council of Ministers in Nairobi in 2014, and is financed from the 11th European Development Fund.

EFI is also the Secretariat of the UN Alliance for Sustainable Fashion, a working group of agencies linked together by their mission to support a more sustainable fashion industry. In this context, EFI is looking to hire a Web Developer to support the project.

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

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

1. Redesign the website layout, navigation based on the workflow, content structure, and brand guidelines provided by the Communication Advisor and Graphic Designer.
1. Improve overall website performance, including loading speed, navigation, mobile responsiveness, and user experience.
2. Collaborate closely with the EFI team to ensure design consistency and alignment with communication goals of EFI and of ITC.
3. Perform a monthly review of the websites to ensure all software, plugins, and systems are updated.
4. Verify and resolve any security vulnerabilities or breaches to safeguard the websites.

**Expected Deliverables:**

- Submit roadmap and planning for the new developments, by August 20th;
- Fully redesigned and functional website aligned with the provided workflow and visual/content guidelines, by September 20th,
- Submit technical documentation detailing website structure, functionalities, and maintenance procedures, by September 20th,
- Final handover package with source files, credentials, and backup files, by September 20th,
- Updates on the UN Alliance for Sustainable Fashion website by October 15th,
- Maintenance report including updates, backups, and any resolved issues for EFI and UN Alliance website by December 15th.

**Competencies:**

- Excellent CSS/HTML coding ability.
- In depth knowledge of Wordpress platform required.
- Ability to edit 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.