

Terms of Reference – Shopify Developer

Project #: PCTP

Assignment title: Shopify Developer

Contract duration: 9 months from Jan 2022

Duty station: Home-based

Travel: No

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.

Through ACP project, ITC is mobilising its Ethical Fashion Initiative (EFI) and Alliance for Action A4A development approaches to pilot a mentorship program for fashion designers/ brands in Kenya. The project targets building the competitiveness of three selected SMEs/brands/companies in the fashion industry as a proof of concept to leverage additional resources that would expand and scale the project beyond the context of Kenya. In this way Kenya becomes a gateway for endogenous growth of the sector in the region and beyond.

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 (3), 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 technical coordination of the Associate Programme Officer and the overall management of Senior Programme Officer, the consultant will undertake the following tasks:

- Manage in entirety the design, development and launch of 3 Shopify sites
- Work with EFI team and designers to design wireframes and mockups in line with branding

- Guide designers in selecting themes and plugins for Shopify
- Manage purchase of selected themes
- Custom coding of themes, pages, website structure (CSS, HTML)
- Edit and create images and graphics for web
- User testing
- Provide pertinent information to EFI team and SME's on Shopify payment providers.

Expected Outputs and Timelines

1. Shopify website 1 completed by 30th Feb 2022.
2. Shopify website 2 completed by 30th March 2022.
3. Shopify website 3 completed by 30th September 2022.
4. User testing and troubleshooting completed on all sites by 30th September 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.
- Experience in Shopify development required.

Language

Fluency in written and spoken English.