ORGANISATION INTERAFRICAINE DU CAFE

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SECRETARIAT GENERAL

INTER-AFRICAN COFFEE ORGANISATION

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GENERAL SECRETARIAT

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NOTICE OF CALL FOR EXPRESSION OF INTEREST FOR A CONSULTANT FOR THE MAINTENANCE OF THE IACO WEBSITE - IACO/GIZ Project –

Request issuing office:	**: Department of Research and Development of IACO**
Place of assignment:	**: Abidjan, Côte d'Ivoire**
Duration of the assignment	**: Four (4) months (December 2023 to March 2024)**
Deadline for applications	**: 30ᵗʰ November 2023**
Tentative Date of commencement	**: 4ᵗʰ December 2023**

BRIEF DESCRIPTION OF THE ASSIGNMENT

The incumbent will be responsible for developing and maintaining our organization's website, creating engaging content, ensuring its accuracy and quality as well as web site maintenance and search engine optimization. He/she will work closely with the Organisation Directorates, Information Technology (IT) and the General Secretariat of IACO.

THE INTER-AFRICAN COFFEE ORGANISATION (IACO)

The Inter-African Coffee Organisation (IACO) is committed to achieving its vision of transforming the African coffee sector into "a modernized, competitive, and sustainable coffee industry that prioritizes quality, productivity, and benefits for all stakeholders". To facilitate this vision, digital transformation plays a pivotal role, including the redesign of our website to embrace dynamic web technologies. A dynamic web page is characterized by its ability to generate content on-demand and allows the website to adapt to variables such as time, user profiles, and data submitted via forms, providing a personalized and responsive experience.

This project aims to revamp the existing IACO website by migrating it to contemporary web technologies. This transformation is essential to align our digital presence with IACO's overarching vision, as the upgraded website will serve as a dynamic and versatile platform to support and advance our goals.

In line with our vision of transforming the African coffee sector, the Inter-African Coffee Organisation (IACO) is actively collaborating with the International Coffee Organization (ICO) on the Coffee Public Private Task Force (CPPTF) initiative. As part of this program, a regional knowledge hub has been established to document the implementation process and facilitate the exchange of knowledge, best practices, and collaborative learning within the African coffee sector among IACO member states. This hub will also serve as a valuable connection point between other regional knowledge hubs and the global knowledge hub, which is overseen by the ICO.

OBJECTIVES OF THE ASSIGNMENT

The main objective of the assignment is to closely work with the Directorate of Research and Development to develop, create, and edit content for our website to ensure its functionality, aesthetics, and information are of the highest quality and more so to enhance our online presence and effectively communicate our brand message to our target audience. The incumbent is also responsible for enabling IACO to understand better, how the Organisation is perceived both internally and externally. The incumbent should work cross functionally with IACO's Information Technology and Digital team to review the websites and web applications standards, infrastructure requirement and security.

DUTIES AND RESPONSIBILITIES

A. Website Development:
- Design, develop, and maintain the organization's website to meet our business goals, ensuring a user-friendly navigation and visually appealing online presence.
- Ensure the website is responsive, accessible, and compatible with various browsers and devices.
- Implement and optimize necessary web technologies and features, including but not limited to HTML, CSS, JavaScript, and content management systems (e.g., WordPress).
- Collaborate with other teams to integrate web services, APIs, and third-party tools as needed.
- Regularly update and maintain the website to reflect the latest information and trends to ensure optimal performance, security, and functionality.

B. Content Creation:
- Create high-quality written content in articles, blog posts, and other digital channels in both English and French that aligns with our brand and target audience.
- Create engaging multimedia content such as images, videos, infographics, and other visuals to enhance the website's appeal.
- Provide a secure decision support tool and provide digital solutions to Member States and partners in the coffee value chain.
- Regularly update the African Coffee Research Network (ACRN) page and the CPPTF regional knowledge hub to document and share information within IACO members in the region and at the international level.
- Research industry trends and competitors to produce relevant and informative content.
- Ensure content is well-organized, well-structured, and free of grammatical and spelling errors.
- Collaborate with team members to brainstorm and execute content strategies that align with organizational goals.

C. Content Editing:
- Review and edit all content, ensuring accuracy, clarity, and adherence to brand guidelines.
- Proofread and correct grammar, spelling, punctuation, and formatting errors.
- Optimize content for SEO and readability, making necessary improvements.
- Collaborate with content creators to provide feedback and recommendations for improvement.
- Maintain consistent quality and style across all content.

QUALIFICATIONS AND EXPERIENCE

- A bachelor's degree in a related field, such as web development, digital marketing, communications, or a similar discipline.
- Proven experience in website development, content creation, and editing.
- Proficiency in web development languages (e.g., HTML, CSS, JavaScript) and content management systems (e.g., WordPress).
- Strong writing and content creation skills, with a portfolio demonstrating a range of content types.
- Excellent editing and proofreading abilities, including attention to detail.
- Knowledge of SEO best practices and digital marketing techniques.
- Familiarity with web analytics tools and the ability to analyze and interpret data.
- Experience in multimedia content creation and graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Excellent organizational and project management skills.
- Ability to work both independently and collaboratively in a multicultural environment.
- Strong communication and interpersonal skills.
- Must be fluent in the writing and speaking of either English or French, with a good working knowledge in the other.

REMUNERATION

A competitive salary will be paid based on the experience and qualifications of the successful candidate.
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APPLICATIONS

Interested candidates are invited to submit their resume and a cover letter outlining their qualifications and experience to the General Secretariat of the Inter-African Coffee Organisation (IACO), **Post Office Box V 210 Abidjan, Côte d'Ivoire, Tel: + 225 27 20 21 61 31/85, Email: sg@iaco-oiac.org by 30th November 2023.**

We are committed to promoting a diverse and inclusive workplace. Individuals from all backgrounds are encouraged to apply especially women. Only qualified candidates will be contacted for an interview.

NB: We would like to point out that applying for this position does not involve any submission fees and the Inter-African Coffee Organisation (IACO) formally disclaims any involvement in fraudulent activities.