



CALL FOR EXPRESSIONS OF INTEREST

Recruitment of an individual consultant responsible for CORAF/WECARD training on the management of WAAPP website

Opening of the call: 29 / 08 / 2017

Closure of the call: 06 / 09 / 2017

CEI No. 17-2017

1. To support the implementation and communicate on the results of the program a regional website has been developed. It is managed at the regional level by CORAF/WECARD which is responsible for hosting and animating daily. Thus, the staff involved in the implementation of the program must be trained in web-oriented communication techniques, in particular the content writing and on line of relevant information. The purpose of this consultation is to recruit an individual consultant for training CORAF/WECARD on the management of WAAPP website
2. The objective of the training is to provide the participants with the keys to the management of the WAAPP site, the know-how and other practical skills enabling them to communicate and disseminate more effectively their results, ideas and projects through the website.
3. The tasks to be performed and other information relating to the conduct of the mission are detailed in the attached Terms of Reference.
4. The Executive Director of CORAF/WECARD invites consultants with the profile sought as indicated in the terms of reference to express their interest in this appeal.

5. Individual consultants should provide a record of expression of interest consisting of: (i) the methodology to be used to do the work requested, (ii) references concerning the performance and experience of similar services, (iii) and their updated CV.
6. The individual Consultant will be selected using the selection based on the individual consultant (IC) method in accordance with the World Bank guidelines on "Selection and Employment of Consultants under IBRD loans and IDA Credits & Grants by World Bank Borrowers, January 2011, revised on July 2014".
7. Interested consultants may obtain additional information from CORAF/WECARD Executive Secretariat by sending correspondence n.lamien@coraf.org with copy to secoraf@coraf.org from 8am to 12pm and from 15h to 17h GMT.
8. Expressions of interest must be submitted by e-mail to: procurement@coraf.org, on 06 / 09 / 2017 at 17:00 GMT at the latest.

Dr Abdou TENKOUANO
Executive director
CORAF / WECARD



Terms of Reference for

for CORAF/WECARD training on the management of the WAAPP / WAAPP website

Rationale

The West African Agricultural Productivity Program (WAAPP) was initiated by ECOWAS with financial support from the World Bank to support regional cooperation in agriculture in Africa. Its coordination was entrusted to CORAF / WECARD.

The development objective of the first phase is to generate and disseminate improved technologies, while the objective of the second phase is to intensify the dissemination and adoption of improved technologies in the priority agricultural sectors of the beneficiary countries of the program. Ghana, Mali and Senegal are in the second phase while the other countries are in the first phase.

To support the implementation and communicate on the results of the program a regional website has been developed. It is managed at the regional level by CORAF/WECARD which is responsible for hosting and animating daily.

Thus, the staff involved in the implementation of the program must be trained in web-oriented communication techniques, in particular the content writing and on line of relevant information.

Objective

The objective of the training is to provide the participants with the keys to the management of the WAAPP site, the know-how and other practical skills enabling them to communicate and disseminate more effectively their results, ideas and projects through the website.

Training content

The training should include the following:

1. Control the management and animation of the web portal
2. Better use visual aids
3. Increase the impact of the activities by broadcasting via the web channel;
4. Improve the visibility and image of the program;
5. Make articles/messages more attractive;
6. Communicate more effectively;

Method

The training will take place in 3 days of intensive work where each participant will carry out interventions on the site. A user guide will be given to them at the end of the session. In addition, the technical aspects will be shared with a designated team and documented.

Expected results

At the end of the training:

- J Source codes, site administration and usage guides are available;
- J The visibility of WAAPP/PPAAO activities is improved on the web;
- J Visibility of WAAPP/PPAAO activities is improved on social networks;
- J The WAAPP/WAAPP website is updated regularly;