

CALL FOR EXPRESSIONS OF INTEREST

**Recruitment of an individual junior consultant "Web Designer"
for the Design and/or Redesign of CORAF Platforms and Sites**

Call opening date: February 14, 2025

Call closing date: February 25, 2025

CEI N° 03-2025

The West and African Centre for Agricultural Research and Development (CORAF) was founded in 1987. CORAF (www.coraf.org) currently includes the National Agricultural Research Systems (NARS) of 23 countries in West and Central Africa: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

CORAF's vision in its Strategic Plan 2018-2027 is a future where people and communities in West and Central Africa will achieve food and nutrition security and prosper. Its mission is to achieve sustainable improvements in agricultural productivity, competitiveness and markets in West and Central Africa.

As part of its digital initiatives, CORAF manages several platforms and websites that will be linked to the Digital Knowledge Hub to facilitate the dissemination of agricultural knowledge.

In order to improve their performance and attractiveness, CORAF wants to recruit a **Junior Web Designer UX/UI consultant** for the design, redesign and optimization of these digital platforms.

The tasks to be carried out as well as other information relating to the conduct of the mission are outlined in the Terms of Reference below.

The CORAF Executive Director invites candidates with the required qualifications indicated in the terms of reference to express their interest in this call.

The interested consultant must apply indicating that they meet the requirements for the position concerned (CVs, references concerning the completion of similar contracts, experience in a similar field, experience under similar conditions, etc).

The selection will be based on the rules contained in the CORAF manual of administrative, financial and accounting procedures.

Interested candidates can obtain further information from the CORAF Executive Secretariat via procurement@coraf.org.

Expressions of interest must be submitted by e-mail to the following address: procurement@coraf.org **no later than February 25, 2025, at 7:00 p.m. GMT.**

**The Executive Director
Dr Moumini SAVADOGO**

TERMS OF REFERENCE

Recruitment of Consultant Junior “Web Designer” for the Design and/or Redesign of CORAF Platforms and Sites

1. Context

The West and African Centre for Agricultural Research and Development (CORAF) was founded in 1987. CORAF (www.coraf.org) currently includes the National Agricultural Research Systems (NARS) of 23 countries in West and Central Africa: Benin, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Congo, Côte d'Ivoire, Democratic Republic of Congo, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Sao Tome and Principe, Senegal, Sierra Leone and Togo.

CORAF's vision in its Strategic Plan 2018-2027 is a future where people and communities in West and Central Africa will achieve food and nutrition security and prosper. Its mission is to achieve sustainable improvements in agricultural productivity, competitiveness and markets in West and Central Africa.

CORAF, a major player in agricultural research in West and Central Africa, recognizes the critical importance of digital knowledge in knowledge management to promote sustainable agriculture development in the region. It is involved in several initiatives to promote agricultural research and development in West and Central Africa.

As part of its digital initiatives, CORAF manages several platforms and websites that will be linked to the Digital Knowledge Hub to facilitate the dissemination of agricultural knowledge. In order to improve their performance and attractiveness, CORAF wants to recruit a **Junior Web Designer UX/UI consultant** for the design, redesign and optimization of these digital platforms.

2. Purpose of the Consultation

The main objective of this recruitment is to integrate into the team a junior consultant **Web Designer** with a solid expertise in frontend development, combined with a strong experience in UX/ UI design. The consultant who will work under the responsibility of the Software Architect and in close collaboration with Full-stack Developer, will be responsible for the creation and customization of websites, ensuring intuitive interfaces, aesthetic and efficient.

With a strong background in user experience design (UX) and user interface design (UI), he will ensure smooth and enjoyable navigation while taking into account the needs of end users. It will actively contribute to the continuous improvement of digital solutions implemented for CORAF, ensuring an optimal user experience and visual consistency of quality.

Its mission will also include the optimization of user journeys, the design of modern and functional graphical interfaces as well as the implementation of efficient frontend solutions, in a user satisfaction oriented approach and innovation

3. Responsibilities and Tasks

To achieve this objective, the junior consultant will be assigned several key responsibilities and tasks.

- The consultant will be responsible for site design, development and maintenance, customizing themes and integrating third party solutions to meet specific project needs.
- It will optimize site performance, ensuring fast load times, smooth navigation and optimal user experience across all platforms.
- The consultant will ensure the security of the sites by following the best development practices, regularly applying the necessary updates and ensuring the protection of user data.
- He will be responsible for creating wireframes, interactive prototypes and visual mock-ups for sites, ensuring user-friendly, aesthetic and easy to use interfaces.
- The consultant will design intuitive and fluid user journeys, building on the results of user testing to continuously improve the overall platform experience.
- It will ensure that the interfaces are accessible, responsive and suitable for all types of devices and browsers, ensuring a consistent experience for all users.
- He will work with marketing teams to ensure that the design concepts are consistent with the brand and the strategic objectives of the company.
- The consultant will conduct A/B testing, user journey analysis and usability assessments to identify areas for improvement and propose solutions to optimize the user experience on sites.
- Finally, it will need to stay up to date with the latest trends in front-end development and UX/UI design, integrating new features and technologies to offer modern user experiences adapted to market needs.

4. Deliverables expected

- The consultant will be responsible for delivering dynamic and high-performance websites, integrating the required functionalities using modern technologies such as frameworks like React, Vue.js, Angular or Livewire (LARAVEL).
- It will provide wireframes and interactive prototypes representing the architecture and user journeys of sites before final development, thus allowing to validate design concepts.
- The consultant will deliver high quality visual mock-ups, representing the final design of the site, including graphics, colors, typography and other visual specifications.
- It will produce design technical specification documents and user guide, detailing design elements, interactive behaviors, animations and user interactions.
- The consultant will provide the results of usability tests (A/B tests, performance tests, etc.) in the form of analysis reports, indicating the recommended improvements to optimize the UX and interface.
- It will deliver a performance-optimized site, ensuring fast load times and a smooth user experience, as well as optimal accessibility across different devices.

5. Profile Required

The required junior consultant should have the following qualifications and skills:

- Have a Master's degree or equivalent in computer science with a specialization in software development or engineering or equivalent.
- Have five (5) years of expertise in visual web design. It must be able to create aesthetic, modern and functional interfaces while taking into account the user experience (UX).

- Master design tools such as Photoshop, Illustrator and especially Figma for the creation of interactive models and prototypes. In parallel, he must have expertise in front-end development, especially for theme customization and plugin development.
- Have experience in designing responsive interfaces, ensuring a consistent experience across all screen sizes and devices. Particular attention should be paid to navigation, information hierarchy and visual optimization to improve the site's ergonomics.
- Be able to analyse user needs and adapt its creations according to feedback, while respecting technical and performance constraints.
- Proficiency in software development methodologies, programming languages, and Laravel Framework, Javascript, HTML5 and CSS3.
- Listen to current trends in web design and integrate best practices to ensure a modern and efficient site.
- Experience using the Github collaborative environment

6. Duration and Location of the Consultation

The time allocated to the mission is twenty (20) Men/Days and established over a calendar period of 3 months until May 2025, with possibility of renewal according to needs.

Work can be done on-site at CORAF headquarters or remotely, depending on the needs of the organization.

7. Submission of Applications

Interested candidates are invited to submit their detailed CV, along with a cover letter explaining their interest in the consultation and how their experience meets the requirements of the position, to procurement@coraf.org no later than February 25, 2025, at 7:00 p.m. GMT.

FRAUD, CORRUPTION, CONFLICTS OF INTEREST, SEXUAL EXPLOITATION, ABUSE AND HARASSMENT

Fraud, corruption: *bidders, suppliers, contractors and their subcontractors must observe the strictest rules of ethical conduct when signing and performing contracts. In particular, they must avoid any act of corruption and any fraudulent, collusive, coercive or obstructive maneuvers with the aim of granting or obtaining a contract awarded by CORAF. Any deviant behavior will be subject to appropriate sanctions (cancellation of the contract, exclusion from future contracts awarded by CORAF, dismissal of CORAF staff guilty of these acts.*

Conflicts of interest: *CORAF rules require that any company participating in a procurement procedure is not in a situation of conflict of interest. Two scenarios can be considered:*

- *The company provides goods, works or services (other than consulting services) which follow or are directly related to the consulting services for the preparation or performance of a project which it has provided or which its affiliated company has provided;*
- *The company (including its staff) has a close business or family relationship with a CORAF staff member: i) who is directly or indirectly involved in the preparation of the bidding documents or contract specifications, and/or in the evaluation process for said contract; or (ii) who could be involved in the performance or supervision of the same contract.*

The term "**Sexual Exploitation and Abuse (SEA)**" includes the following meanings:

- "**Sexual Exploitation**" (SE), defined as *abusing or attempting to abuse a state of vulnerability, differential power or trust for sexual purposes, including but not limited to profiting monetarily, socially or politically from the sexual exploitation of another person;*
- "**Sexual Abuse**" (SA), defined as *any physical intrusion or threatened physical intrusion of a sexual nature, either by force or under unequal conditions or by coercion;*
- "**Sexual Harassment**" (SH) is defined as *any unwelcome sexual advance, request for sexual favors or other verbal or physical behavior with a sexual connotation by Contractor staff towards other Contractor staff. or the Client;*

Any company that proves to be in a situation of conflict of interest or of sexual exploitation, abuse or harassment will not be granted a contract from CORAF.