

Call for Applications for Web Consultant

Background

Established in 2011, the Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. It has over 667 members from 38 countries including brands and retailers, suppliers, national associations, women's groups, and affiliates. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

As part of the Training and export promotion under the new German Supply Chain Act, the Global Shea Alliance has been selected as partner for the implementation activities in the shea value chain. The GSA's interventions has three main components including:

- Service Package 1: Preparation of training modules and certification
- Service Package 2: Implementation of baseline training courses
- Service Package 3: Organisation of Buyers' marketplace

The service package 3 aims to make the Ghanaian shea value chain known in Germany and to introduce the products further through a buyers' market that can be supported by institutions in Germany like the Import Promotion Desk and the Association of German Chamber of Industry and Commerce. This will be done by organizing a webinar for shea exporters on product development, packaging, (virtual) trade fairs in Germany and also by Setting up a marketing for shea marketplace on <http://sheamarket.org>.

The GSA is hiring a web consultant to undertake some adjustments onto the SheaMarket website.

Duties and Responsibilities

The proposed adjustments to the platform include the following:

- Ability of members to upload pics and product images.
- Notification on receipt of message by people
- Linkage to WhatsApp numbers of members
- Search functionality to be improved
- Fix font sizes that are not in alignment and also resource display.
- Email notification to be sent across when an update is done
- Search Engine optimization for both English and French
- Market linkage information and data availability
- Ability of members to upload and update their profiles
- Give opportunity to the visitors to register easily through a form on the site by giving their names, center of it interests, etc. and so give them possibility to enter in direct contact with producers only. No access to the resources on the site.
- Ask the permission to the visitors to share their contact details and center of interest with the producers registered into the platform who could be able to respond to their centers of interest. If they are agreeing that their details be shared, the system based of key words



have to be able to share contacts of those visitors with some specific providers registered on the platform.

- Setting of an advertising campaign to make the platform well known by potential buyers from the target countries targeted by the project for the shea market.

Requirements and Skills

- 5 years of proven experience in website development (back and front end)
- Prior experience in the design and delivery of website.
- Good knowledge of the shea value chain
- Strong communication (verbal and written) and interpersonal skills
- Excellent organizational and time-management abilities

How to Apply

Interested persons should send their CVs and financial proposal to the GSA Secretariat before Friday 15th September 2022, addressed to Nestor Dèhouindji, GSA Regional Coordination Manager at ndehouindji@globalshea.com