

Website Specialist Terms of Reference

Reports to: GROW Programme Manager
Also involved: Operations Manager
Location: Monrovia, Liberia
Start Date: July 2017

The Programme

GROW is a Sida-funded market development initiative utilising the 'Making Markets Work for the Poor' (M4P) approach to facilitate sustainable, pro-poor economic growth and stability across Liberia. Currently working in the oil palm, rubber, vegetable and cocoa sectors, the programme seeks to co GROW is a Sida-funded market development initiative utilising the 'Making Markets Work for the Poor' (M4P) approach to facilitate sustainable, pro-poor economic growth and stability across Liberia. Currently working in the oil palm, rubber, vegetable and cocoa sectors, the programme seeks to contribute to sustainable peace and poverty reduction through inclusive and integrated economic development in Liberia. Its objective is substantially increased incomes and employment opportunities for a large number of poor women, men and youth, created through agricultural market system change.

The Role

GROW's website (www.growliberia.com) was designed to provide access to a range of communications and promotional materials (including event information and coverage, case studies, strategies, programme reports as well as job opportunities), to facilitate its work, promote its activities and share information with stakeholders and the general public.

GROW seeks the services of a website specialist to ensure that the programme's website is fully operational, easily navigable and that all recent reports, video content photo stories and other communications pieces as well as links to external news articles are clearly displayed and easily accessible. The specialist will work with GROW's Operations Manager to diagnose and resolve any technical problems and provide training on managing and maintaining the site going forward.

Specific Responsibilities

- Evaluate the existing website functionalities and undertake updates as necessary.
- Manage, update and improve site navigation and information architecture
- Upload recent communications materials including articles, reports, case studies, videos, links to news stories, etc.
- Provide updates to the website content (including addition/removal of pages), under the direction of the Operations Manager.
- Establish visible embedded timelines to GROW's social media pages (Facebook, Twitter, Instagram).
- Provide technical and creative training to enable the Operations Manager to independently manage and update the site.

Qualifications:

- Extensive knowledge and experience of website development, maintenance and support
- Excellent communication skills and the capacity to be responsive to changing needs
- Ability to provide user training including
- Solid knowledge on website security and website hosting services

Deliverable:

- Website fully updated with materials provided by GROW, free from technical problems.

Applicants should submit a CV and covering letter outlining their relevant experience and technical capacity required to undertake the assignment to **opportunities@growliberia.com**. Please entitle the email "Website Specialist". The closing date for applications is 16th July 2017.