

## CALL FOR EXPRESSION OF INTEREST

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**Recruitment of an Individual Consultant for the design and development of digital WebTV tools: Online platform, mobile application, educational robots, digital marketing and community management**

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**Opening Date: April 26, 2019**

**Closing Date: May 6, 2019**

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**CEI N° 08-2019**

1. The West and Central African Council for Agricultural Research and Development (CORAF) intends to recruit a consultant for the design and development of digital tools for WebTV: Online platform, mobile application, educational robots, digital marketing and community management.
2. The tasks to be performed and other information related to the conduct of the mission are detailed in the attached terms of reference.
3. The Executive Director of CORAF invites consultants with the profile sought as indicated in the terms of reference to express their interest in this call.
4. The interested individual consultants must provide an Expression of Interest application consisting of: (i) the references concerning the performance and experience of similar services (ii) and their updated CV.
5. The consultation will cover a period of 6 months.
6. Interested consultants may obtain additional information from the CORAF Executive Secretariat by sending correspondence to the CORAF Communications Manager by e-mail at [d.akana@coraf.org](mailto:d.akana@coraf.org) from 0800 to 1200 and from 1500 to 1700 GMT.
7. Expressions of interest must be submitted by e-mail to [procurement@coraf.org](mailto:procurement@coraf.org) on **May 6, 2019 at 10:00 GMT at the latest**.

Dr. Abdou TENKOUANO  
Executive Director CORAF

# Terms of Reference

Recruitment of an Individual Consultant for the design and development of digital WebTV tools: Online platform, mobile application, educational robots, digital marketing and community management.

## 1. Context

CORAF is an international non-profit association of national agricultural research systems (NARS) of 23 countries, covering over forty percent of Africa's population, thus making it the largest sub-regional research organization on the African continent. It was created in 1987 and assigned the responsibility to coordinate and facilitate groundbreaking and cutting-edge research outputs needed to unlock the agricultural potential of West and Central Africa. In 2018, CORAF's General Assembly approved its long-term strategic plans including a Communications and Marketing plan.

The Executive Secretariat of CORAF is made up of three departments (Research and Innovation, Corporate Services, and Communications and Marketing).

The Communications and Marketing Department is mandated to enhance the visibility and safeguard the reputation of CORAF as well as carry out communication activities to engage all those in the broader CORAF constituency.

One of the many ways and means implemented by CORAF to achieve this is to build the capacity of young people in agricultural entrepreneurship in West and Central Africa. Supported by the Islamic Development Bank (IDB), this project is implemented by CORAF in collaboration with the National Coordination Units of the West Africa Agricultural Productivity Program [WAAPP] of Ghana, Mali, Senegal, Cote d'Ivoire, Burkina Faso, Nigeria, Benin, Niger and Sierra Leone.

The objective of the project is to create entrepreneurial opportunities for young people in the agricultural sector to contribute to the sustainable improvement of productivity, competitiveness and market access of agricultural systems in West Africa.

With 200 million people aged 15 to 24 (this figure is expected to double by 2045) we are seeing a crucial trend for Africa's future.

Moreover, in recent decades we have observed a strong interest of the populations for technology and, more particularly, for web services. The popularization of the Internet has also been largely favored by the plurality of devices to access it and especially by mobile phones called "smartphones", an estimate of which tends to show that 58.9% of holders of "Smartphones in the world make use of it to connect to the internet. This trend is confirmed in Africa as demonstrated by a study conducted by the firm Deloitte that estimates that by 2020

some 660 million Africans should be equipped with a Smartphone (double the number observed in 2016).

Digital technology offers this undeniable advantage of giving African countries the opportunity to innovate in terms of development. Through the use of technologies, they are provided with tools to boost the economy while significantly improving the conditions of populations.

Faced with these opportunities, how can young people on the continent benefit from a better transfer of skills to better understand the economy of tomorrow?

The synergy of both educational and technological solutions allows us to address this problem while maximizing the result and anchoring it in the long term.

In view of all these elements, the reflection undertaken helped to identify an activity around a WebTV. The innovation of WebTV is explained mainly by the target audience and especially by the opportunities for both skills transfer and exchange platform to allow the emergence of “Success Stories” in the field of agriculture.

This platform aims to support youth agricultural entrepreneurship through the use of real-time video and webcasting tools while serving as a powerful tool for the re-evaluation of the image of agriculture, the transfer and the adoption of technologies. WebTV will telecast shows and programs on high-performance agricultural technologies and innovations, while highlighting models of youth success. Live and interactive online debates on key issues related to job creation opportunities for youth in the agricultural sector will also be organized. In order to coordinate these activities, CORAF plans to allocate part of the funds for the realization of the online platform, the mobile application relating thereto, educational robots to extend the training via SMS, Voice, Messenger, Telegram, Twitter, digital marketing and Community Management to better promote this platform to the general public. This ToR is proposed for the recruitment of an Individual Consultant for the conduct of the study.

## **2. Objectives of the mission**

The main objective of this mission is to design, build and support WebTV, the mobile application in two versions (Android and iOS), educational robots (SMS, Voice, Messenger, Telegram, etc...), digital marketing (natural search, paid search, online promotion) and Community Management (building and running an online community).

Finally, the WebTV will have to be operational, known and exploitable by the public in order to facilitate the sharing and the dissemination of the innovations and the agricultural technologies generated or promoted by the CORAF but also and especially to serve as a framework for the promotion of an activity crucial for the continent: Agriculture.

### **3. Mandate of the consultant**

The individual Consultant mainly will have, but not limited, to perform the following tasks:

#### *Analysis of needs:*

- Interviews of project managers on expectations;
- Evaluation of what exists;
- Proposal of complete specifications.

#### *WebTV Platform:*

- Strengthen development efforts made so far;
- Develop an appropriate data collection tool and methodology that supports the effective use of videos;
- Completion of the WebTV platform taking into account all the observations recorded;
- Development of the management interface of the database;
- Integration of a statistics module;
- Securing the infrastructure;
- Setting up the web server;
- Installation of the web platform after validation;
- Design and propose documents on “Privacy Policy” and “Legal notices” in accordance with the RGPD standard.

#### *Mobile applications:*

- Design and develop Android and iOS mobile applications;
- Ensure the publication of applications on “Play Store” and “App Store” after validation;
- Ensure corrective and preventive maintenance of Android and iOS mobile applications.

#### *Educational robots:*

- Develop training scenarios;
- Design information flows;
- Deploy robots and open them to queries via SMS, IVR, Telegram, Messenger, Twitter and other light communication channels;
- Propose and deploy scenario triggers after validation;
- Promote these new technological tools.

#### *Digital marketing:*

- Deploy a natural and paid search strategy for WebTV content;
- Test the SEO using a pre-established set of keywords and report on the poor ranking of website content in the results. Ensure follow-up and take action to correct any poor results;

- Analyze site performance using Google Analytics, produce reports periodically and use the results to evaluate and improve the performance of the content (SEO - Search Engine Optimization);
- Contribute to the digital strategy to increase the visibility and use of WebTV;
- Contribute to the improvement of the WebTV's online presence.

*Community management:*

- Creation of the pages on the main social media (Youtube, Facebook, Twitter, LinkedIn, etc...);
- Customization of the WebTV pages on the main social media;
- Build an active community of users;
- Regular animation of social platforms;
- Automatic repercussion of new programs/news videos to users on social media.

*Training and transfer of skills:*

- Training of the project steering committee to update and upload content;
- Simple guide of administration and use;
- Technical support;
- Identify and propose solutions to the problems and bugs encountered on WebTV;
- Preventive and corrective maintenance over the duration of the contract.

#### **4. Expected/Deliverable results**

During his mission, the Individual Consultant will have to produce the following elements:

- Complete specifications;
- A web server configured and operational;
- Online and operational WebTV;
- A WebTV security system is deployed and operational;
- Android and iOS mobile applications that are functional and published on their respective "Stores/Shops";
- An online community on social media;
- A good positioning in the search results and a good SEO of the content;
- Operational educational robots through light communication channels;
- A "Legal Notice" document respecting the RGPD standard;
- A final mission reports.

## **5. Qualifications of consultant**

- Proven experience of at least 5 years in the creation and maintenance of web platform and mobile applications;
- Mastery of one or more CMS of the market;
- Proven experience in creating robots using light means of communication;
- Experiences in PHP, SQL, HTML5, CSS3, Android and iOS;
- Experience in training session facilitation;
- Knowledge of traffic acquisition levers;
- Good writing and editing skills for the web;
- Website monitoring skills (Google Analytics);
- Digital Marketing and Community Management skills;
- Know how to set up and animate collaborative tools and social networks;
- Be able to evaluate the expectations of content providers and analyze the needs of users to provide adequate responses to specific needs, design educational tools adapted to the public;
- Know how to ensure the ergonomics and the aesthetics of the sites, respect of the qualities and standards;
- Knowledge of the agricultural sector of the sub-region would be an asset;
- Be available for the mission period;

## **6. Duration of the consultation**

The consultation will cover a period of two months with the possibility of extension if the work is satisfactory.

## **7. Application file**

Anyone interested in this announcement should send a covering letter with references of previous achievements and a detailed CV. The application form should be sent to:

Executive Director of CORAF

Executive Secretariat, 7, Avenue Bourguiba, BP48 Dakar-RP, Senegal

or sent by email to the following address: [procurement@coraf.org](mailto:procurement@coraf.org)

Applications must be submitted by **May 6, 2019 at 10:00 GMT.**