CALL FOR EXPRESSION OF INTEREST

Recruitment of an individual consultant WEB UI/UX Designer for CORAF Digitalization Initiative (iCORAF)

Opening date: July 4, 2022
Closing date: July 18, 2022

CEI No. 10-2022 RELAUNCH

BACKGROUND

CORAF is an international non-profit association of National Agricultural Research Systems (NARS) from 23 countries, covering over forty percent of the African population, making it the largest sub-regional research organization on the African continent. It was established in 1987.

Digital technologies—including the Internet, mobile technologies and devices, data analytics, artificial intelligence, digitally-delivered services and apps—are changing agriculture and the food system. Examples abound at different stages of the agri-food value chain: farm machinery automation allows fine-tuning of inputs and reduces demand for manual labour; remote satellite data and in-situ sensors improve the accuracy and reduce the cost of monitoring crop growth and quality of land or water; and traceability technologies and digital logistics services offer the potential to streamline agri-food supply chains, while also providing trusted information for consumers.

In that aspect CORAF which is the West African leader in agricultural research and funding seeks to implement a new digitalization initiative, iCORAF, of its services and platforms. That initiative will require changing, upgrading, and improving its technological tools, platforms, and public-facing outlets.

CORAF is therefore seeking an experienced Web Developer to help revamp his digital footprint and brand also help implement its new digital strategy.

The tasks to be performed as well as other information relating to the consultancy are detailed in the attached terms of reference.

The Executive Director of CORAF invites candidates with the required qualifications to express their interest in this call for expressions of interest.

Interested candidates must submit their applications indicating that they meet the requirements for the position: references concerning the execution of similar contracts, CV, experiences in a similar field, etc.

The selection will be made based on the rules contained in the manual of administrative, financial, and accounting procedures of CORAF.
Interested candidates can obtain additional information from the CORAF’s Executive Secretariat via a.diof@coraf.org.

Expressions of interest should be submitted by email to the following e-mail address: procurement@coraf.org no later than **July 18, 2022 at 17:00 GMT**.

**Dr Abdou TENKOUANO**  
**Executive Director**
Terms of Reference
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A. CONTEXT

Digital technologies—including the Internet, mobile technologies and devices, data analytics, artificial intelligence, digitally-delivered services and apps—are changing agriculture and the food system. Examples abound at different stages of the agri-food value chain: farm machinery automation allows fine-tuning of inputs and reduces demand for manual labour; remote satellite data and in-situ sensors improve the accuracy and reduce the cost of monitoring crop growth and quality of land or water; and traceability technologies and digital logistics services offer the potential to streamline agri-food supply chains, while also providing trusted information for consumers.

Digital technologies can also help governments improve the efficiency and effectiveness of existing policies and programmes, and to design better ones. For instance, freely available and high-quality satellite imagery dramatically reduces the cost of monitoring many agricultural activities. This could allow governments to move towards more targeted policies which pay (or penalise) farmers based on observed environmental outcomes. In addition to monitoring compliance with environmental policies, digital technologies enable automation of administrative processes for agriculture and the development of expanded government services, such as in relation to extension or advisory services.

Finally, digital technologies can support trade in agriculture and food products, by connecting private sector suppliers to new markets, and enabling new ways for governments to monitor and ensure compliance with standards and to provide faster and more efficient border procedures that are essential for perishable products.

In that aspect CORAF which is the West African leader in agricultural research and funding seeks to implement a new digitalization initiative, iCORAF, of its services and platforms. That initiative will require changing, upgrading, and improving its technological tools, platforms, and public-facing outlets.

CORAF is therefore seeking an experienced Web Developer to help upgrade his web architecture platforms and implement its new digital strategy.

DUTIES AND RESPONSIBILITIES

As a Web UI/UX Designer at CORAF you will have the opportunity to work in a fast small dynamic team. You will have your hands on many projects with plenty of autonomy.

We are looking for a dynamic UI/UX designer who will be responsible for the user experience (UX) and user interface (UI) design of our various digital assets. You will ensure that all elements of the online user experience are optimized for improved usability, usefulness, and exceptional visual design.
The successful candidate will evidence a passion for delivering adaptive and creative solutions to UI/UX design problems by staying up to date with best practices and emerging trends in user experience design and user interface technology.

WHAT YOU’LL DO

- Investigating user experience design requirements for our suite of digital assets.
- Developing and conceptualizing a comprehensive UI/UX design strategy for the iCORAF brand.
- Producing high-quality UX design solutions through wireframes, visual and graphic designs, flow diagrams, storyboards, site maps, and prototypes.
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.
- Providing advice and guidance on the implementation of UX research methodologies and testing activities in order to analyze and predict user behavior.
- Adhering to style standards on typography and graphic design.
- Any other tasks assigned by the ICT Manager.

QUALIFICATIONS

We’re looking for someone with

Education

- A bachelor’s degree and a minimum of 2 years UI/UX design experience for digital products or services.

Experience

- A portfolio of professional UI/UX design work for both web and mobile platforms.
- Working knowledge of the following technologies and software: Sketch, InVision, Visio, HTML, CSS (SCSS), iOS, Android, Design Systems, and Adobe Creative Suite.
- A team player but can work independently too.
- Excellent written and verbal communication skills.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.

Duration:

The duration of the consultancy is for one (01) year

Languages

Fluent in French and English.
APPLICATION PROCESS
Consultants interested in this call must submit an Expression of Interest (EoI) and a detailed CV to procurement@coraf.org highlighting their suitability based on the above criteria, no later than July 18, 2022 at 17:00 GMT.