

Terms of Reference

Project	Corporate Entrepreneurship Responsibility Alliance (CERA)
Activity Title:	Develop and manage website and digital assets
ToR Number (Please refer to it when applying)	ToR/CERA/11/2023
Location:	Jordan
Date of Announcement	February 1, 2023

Leaders International:

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

CERA Background:

CERA aims to develop the competitiveness of local Jordanian MSMEs and enable them to integrate their products into local and global supply chains. Specifically, the project develops the competitiveness of 90 SMEs by addressing their capacity constraints to meet quality and consistency requirements of local Jordanian corporates. To do so, the project will leverage and build on the concept of corporate social responsibility to promote 'Corporate Entrepreneurship Responsibility' by creating an alliance that is focused on a shared commitment to promote the growth of smaller suppliers in underserved, non-central regions of the country.

CERA will facilitate the development of business linkages between beneficiary enterprises and alliance members. At a scale, this approach would redistribute economic growth to other regions in the country, spurring job creation and reducing unemployment as a result.

Scope of Work:

- Code and customize the portal's content management system and database to host hundreds of open-source tools and resources (backend development).
- Communicate with project's team to design the graphics of portal.
- Design and code the portal's layout/user interface and user experience as required after consulting with the project's team.
- Upload a collection of carefully collected open-source solutions to the website and ensure the user's easy access and utilization of each.
- Develop SEO-friendly content for the portal.
- Run SEO audit, and ensure that portal tags, keywords, and titles for each page/section is provided in the content management system.

- Apply Google Analytics and other analytical tools to be able to monitor and track visitors and subscribers on the portal.
- Ensure the portal's responsiveness to all types of screens (mobile, tablet, desktop).
- Test and troubleshoot the portal and all its applications on various browsers (chrome, internet explorer, etc.).
- Test the portal for bugs, security issues, errors, and user friendliness

Deliverable:

The expert is expected to submit the below deliverables, along with any additional documents as requested by the Project Coordinator in later stages based on the nature of their work.

- Outline of the products and/or services that will be delivered;
- Online of Web Portal.

Duration of Work: February- March 2023

Qualifications Required:

- A degree in Computer Science or related field, or equivalent industry experience;
- Familiarity with Agile development methodologies and experience in project management;
- Strong front-end web development skills, including experience with HTML, CSS, JavaScript, and responsive design;
- Strong back-end web development skills, including experience with database management, server-side scripting, and CMS customization;
- Experience with open-source solutions and tools;
- Familiarity with SEO best practices and experience with SEO audit;
- Experience with Google Analytics and other analytical tools;
- Knowledge of cross-browser compatibility and experience with testing and troubleshooting;
- Strong understanding of web security principles and experience with identifying and resolving security issues;
- Strong communication and collaboration skills as this role may involve working with a team of designers, developers and communications personnel.

Taxes and other Terms:

- The offer should be including VAT
- For individual consultants, Applicable tax laws apply
- Please address your offer to: Leaders International for Economic Development/CERA
- Please mention the ToR number: ToR/CERA/11/2023 in the email subject.

Please submit your financial offer indicating your daily rate in addition to your company profile or CV (Individual Consultants) to: procurement@leadersinternational.org, no later than February 8th, 2023 using **JD Currency**.