

**International Consultant
Job description
Trade at Hand for Liberia's Market Women (INT/W4/128A)**

International mission:

Participate in the design, development and implementation of an SMS-based¹ business matching system for small and micro businesses in Liberia.

Duration: 30 work days within the period of 3 November and 31 December 2008, with possibilities of extension in 2009.

Location: Home-based, with travel.

Context:

Since 2006, ITC *Trade at Hand* services have used mobile handsets to facilitate business and trade in developing economies.

In preparation for the *International Colloquium on Women's Empowerment, Leadership Development, International Peace & Security* (March 7-8, 2009 in Monrovia, Liberia), ITC will set up a new *Trade at Hand* module for women in business and trade in Liberia. This module will function as a business-matching system, allowing small businesses to quickly and easily make offers of purchase as well as to enable local producers to offer goods for sale to a wider base of potential business contacts.

ITC ongoing Liberia Export Development Project (LEDP), adopted by the Liberian Government in 2007, addresses the immediate micro, meso and macro levels of the Liberian economy and includes initiatives such as product specific export promotion, entrepreneurship, development, setting up a trade intelligence centre, promoting business advocacy and developing a roadmap to increase exports. Complementing the LEDP, *Trade at Hand* particularly addresses Liberia's Market Women who play a critical role in the country's reconstruction. Numbering in thousands, they have not only literally "fed" the country during the disastrous years of civil war, but they also constitute one of the strongest driving forces in reviving Liberia's economy. Recognising market women as one of the most important constituencies for the stabilisation of peace and security in the country, Liberia's President H.E. Madame Ellen Johnson Sirleaf underlines that she has the "obligation to make their conditions better".

ITC *Trade at Hand* activities will enhance the business practices of both Liberia's market women and local fruit and vegetable producers by training them on how to capitalize on the use of their mobile handsets for market and trade information. Purchases and sales operations for fruits and vegetables will be made more efficient through real-time market opportunities. The amount of time it usually takes to negotiate and finalize wholesale food purchases will be substantially reduced, by optimized market interactions in the concerned sectors. The aim is to contribute to more efficient food supply in Liberia, while using the surplus agricultural produce for regional trade and exports.

The project aims at facilitating an increase of exchanges between producers and market traders. The prime target beneficiaries of the project are approximately one hundred local producers – women farmers of fruits and vegetables, to be identified within the current ITC programme in Liberia – and one hundred Market Women and traders from different counties in Liberia.

The project is composed of two phases: Phase 1, lasting two months in 2008, consists in a needs assessment mission, project network building and system design and testing; and Phase 2, which covers the first quarter of 2009, includes user training, business matching

1 SMS: Mobile phone messaging system.

system launch, Colloquium communication operations and system hand-over to local partners (i.e. ownership & sustainability element). The present job description is limited to Phase 1 and will lead to Phase 2.

Responsibilities:

1. Support the project manager in all project operations (detailed project planning will be shared with the International Consultant after selection)
2. Gather behavioural information and expectations from Liberian small businesses and market women (target beneficiaries), during a field mission, in order to facilitate a business-matching system design that optimally fits the context and needs of Liberian small business.
3. Coordinate project implementation with the Liberian National Consultant(s)
4. Regularly interact with local stakeholders, other ITC consultants and partners in Liberia, to ensure optimal project implementation
5. Assist in setting up and testing the new module, in coordination with the selected IT company and key Liberian partners
6. Develop and build ITC partner network in Liberia as deemed necessary for project success (particularly during the field mission)
7. Prepare training activities with ITC partners based in Liberia (including National Consultants)
8. Inform the project manager, in a timely manner, of all useful information regarding the project
9. Ensure project implementation closely follows planning and main project objectives are maintained.
10. Establish a report on activities at the end of the mission

Expected results:

- Needs assessment mission to Liberia successfully conducted
- Project delivery advanced according to planning
- Test phase of the pilot system started successfully
- Project manager supported and assisted during project's first phase (2008)
- Report on project's first phase made available

Payment calendar:

The International Consultant will be paid at the end of each worked month, after reception of their daily attendance sheet duly filled.

Qualifications:

The International Consultant should have a qualified university education; several years experience in international trade development in the area of information technology and e-business and a good knowledge of the ICT and e-business sectors of developing and transition economies.

Languages:

Fluent written and spoken English is mandatory. Knowledge of French would be an asset.