

**Kingdom of Cambodia
Nation Religion King**

**Ministry of Economy and Finance
Project Implementation Unit**

**Sustainable Assets for Agriculture Markets, Business and Trade (SAAMBAT)
IFAD Loan No. 2000003102 & Grant No. 2000003102**

**REQUEST FOR EXPRESSION OF INTEREST
INDIVIDUAL NATIONAL CONSULTANT**

**Web Developer (Digital Experience Consultant)
Ref No. C2/C/2019-2020/ICS-06**

1. General Background

Sustainable Assets for Agriculture Markets, Business and Trade (SAAMBAT) is a project of the Royal Government of Cambodia (RGC). The total project cost is approximately US\$137.5 million, to be financed by an IFAD loan of USD 53.2 million, an IFAD Country Grant of USD 1.2 million, a European Investment Bank (EIB) loan EUR 51.5 million and is foreseen to receive additional up to EUR 15 million in the form of a grant from European Union, together with RGC counterpart funding of USD 10.8 million.

The project development objective of SAAMBAT is to “Increase productivity of rural youth, enterprises and the rural economy” which in turn contributes to the Goal of “Reduce Poverty and Enhance Food Security.” SAAMBAT is implemented through two Components: (1) Value Chain Infrastructure; and (2) Skills, Technology and Enterprise. These components are designed to deliver two key outcomes:

- (1) Poor rural people’s benefits from market participation increased; and
- (2) Poor rural people’s productive capacities increased.

2. Overall Project Management

The Executing Agency for SAAMBAT is the Ministry of Rural Development (MRD), Project Management Unit (PMU). MRD/PMU is responsible for overall project coordination, planning, financial management, procurement and monitoring and evaluation (M&E). MRD/PMU directly implements Sub-Component 1.1: Public Market Linkage Infrastructure. Key outputs of SC1.1 are 225km of bitumen or concrete surfaced roads; 100km of laterite surfaced farm access roads; 25 rural market areas (Economic Poles) improved and 10 other types of infrastructure facility which may include ferry crossings and commodity collection points. Component 2 is implemented by Ministry of Economy and Finance, Project Implementation Unit (MEF/PIU) Sub-Component SC2.1: Skills for Rural Youth, will assist 5,000 rural youth to improve their employment opportunities and about 330 rural youth to start small enterprises. SC2.2: Technology and Enterprise for Rural Value Chains, will support development of digital technology applications for the rural economy and will assist about 10,000 farmers and other value chain actors to increase their use of digital technology for economic purposes. SC2.3: Policy Research and Strategic Studies, finances research and knowledge generation to support policymaking for rural economic development, including financing a major study on the feasibility of establishing regional wholesale markets for the safe / organic vegetable value chain.

SAAMBAT is not designed as a stand-alone project but works in synergy with ongoing initiatives with IFAD financing including Agriculture Services Programme for Innovation, Resilience and Extension (ASPIRE) and Accelerating Improved Markets for Smallholders (AIMS). This program

approach is extended through partnership agreements with projects financed by other development partners.

About 200,000 rural households are expected to benefit from services supported by the project. These households will be located in 50 agriculture production areas known as Economic Poles. The Economic Poles may be in any rural area of Cambodia with ongoing activities of ASPIRE and/or AIMS. Currently, ASPIRE and AIMS support activities in 20 of the 24 rural Provinces of Cambodia.

To commence and implement the project, SAAMBAT is urgently seeking qualified and experienced consultant to fill the position of Web Developer (Digital Experience Consultant).

3. Duties

The Web Developer (Digital Experience Consultant) will work under the overall guidance and coordination of the Chief of Digital Technology and Enterprise for Rural Value Chains Unit. He/she will be expected to undertake task assignment as following:

- Develop web-based properties as it relates to all digital materials, including websites, landing pages and microsites;
- Maintain project website (Sub Component 2.2);
- Provide suggestions for improvement of website and development;
- Create documentation such as user manual, technical documents or other;
- Coordinate with cross-functional stakeholders to ensure active promotions and campaigns are represented on the website(s);
- Able to pitch in on other design efforts i.e. branding, illustration, social ad campaigns, digital publication, etc.
- Support the execution of digital marketing strategies
- Working to maintain a cohesive design and a consistent experience on the website and across all the online presences;
- Produce long-form multimedia content including videos and photos stories;
- Prepare periodic project implementation progress report for submission to IFAD and RGC; and
- Perform other duties relating to SAAMBAT operation as requested by the MEF-PIU Project Director and Manager.

4. Requirements

The minimum requirement of the consultant with competencies and experience as follows:

- Bachelor's degree in Computer Science or IT related field;
- Minimum 3 years' experience in web design, web development or related field;
- Hands-on experience with Web Applications and programming languages such as HTML, CSS, JavaScript, JQuery and API's;
- At least 5 years' Experience in planning and delivering software platforms used across multiple products and organizational units;
- Knowledge of trends and best practices in graphic design, web and email, mobile and digital engagement;
- Demonstrate UI design skills with a strong UI design portfolio;
- At least 5 years' experience working with Adobe Photoshop, Adobe Illustrator or similar tools;
- At least 5 years' experience working with video editing tools;
- At least 5 years' experience with website analytic tools (e.g. Google Analytics/Google Tag Manager)
- Able to iterate quickly and embrace feedback from many perspectives;
- Good written and spoken in Khmer and English.

5. Timing and Duration

The consultant is expected to commit to a maximum of 150 working days over the contract period within June, 2021 – February, 2022.

6. Expected Outputs and Deliverables

The consultant is expected to achieve the stated outputs:

No.	Output / Deliverable	Agreed time schedule		Days of Assignments	
		Starting	Ending	Home (day)	Field (day/night)
1	Responsive web design, development and maintenance	Jun, 2021	Aug, 2021	40	N/A
2	5 videos production and editing and Creating 50 visual-aided portfolios	Aug, 2021	Jan, 2022	30	60
3	Submission of completion report			20	N/A
Total: 150 assignment days				90	60