



FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Terms of Reference for Consultant / **PSA**

Minimum number of years of relevant experience required: 1yr 3yrs 5yrs 12+yrs

Job Title: PSA EDI: Consultant – SEO and Digital Marketing for the Promusa website		
Division/Department: EST		
Programme/Project Number: MTF/GLO/308/MUL		
Location: Home-based, preferably in Italy or Europe		
Expected Start Date of Assignment: 13 June 2016	Duration: 6 months	Expected End Date of Assignment: 13 December 2016

GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

As part of the FAO's Trade and Markets Division, the World Banana Forum (WBF) is a permanent space of assembly for participants representing the global banana supply-chain to promote open dialogue on challenges facing the banana industry. Its mission is to inspire collaboration and achieve industry-wide consensus on best practices regarding workplace issues, gender equity, environmental impact, sustainable production and economic issues. The WBF has partnered with the Sustainable Trade Initiative – IDH, organization committed to accelerate and up-scale sustainable trade of commodities by building impact oriented coalitions of multiple stakeholders, to develop an online portal on sustainable agricultural practices in the project *Leveraging the adoption of good practices in the banana sector*. The user-friendly portal will facilitate the dissemination of knowledge and adoption of best environmental and asocial practices in the banana sector, being accessible to small producers and all value chain players, and constituting a learning platform to build local capacity. The areas of implementation will be Latin America, and on a lower scale Africa and Asia. The WBF portal will be hosted in Bioversity International's Promusa website (www.promusa.org), building on their experience with knowledge-sharing platforms on bananas, and the WBF/FAO website.

Within the framework of the WBF's Working Group on Sustainable Production Systems and Environmental Impact (WG01), the WBF now invites applications from qualified consultants to lead the digital outreach strategy and drive traffic to the Promusa website. Under the overall supervision of the WBF Secretariat and Bioversity International with the support of the WG01 Coordinators, the consultant will:

- Increase the website traffic and visibility, widely promoting the dissemination of knowledge in the global banana sector.
- Define and implement a content strategy and approach for the Virtual Library (SEO), mapping the target audiences.
- Track, optimize and measure website performance against KPI's to maintain an optimum user experience gaining insights into how content, strategy and processes might be improved.
- Manage and grow the audience across an array of social media platforms, and launch an advertising campaign.
- Create engaging videos in best environmental and social practices for the stakeholders of the banana industry.

Target Audience: Banana producing and exporting sector, from producers/farm administrators to multinationals and trade/exporting companies.

Geographical coverage: English, Spanish and French-speaking countries.

KEY PERFORMANCE INDICATORS

Expected Outputs:	Required Completion Date:
<ul style="list-style-type: none">- A work plan, which will have to be approved by the WBF/FAO and Bioversity International.- A digital outreach strategy to enhance the dissemination of the Virtual Library.- Whenever possible, short didactic videos will be produced as part of the campaign.	<p>Workplan to be produced by: 3 days from contract signature.</p> <p>Proposal to be submitted one week from contract signature.</p> <p>Daily monitoring of the website. Performance and KPI reports to be submitted each month.</p> <p>Final report to be submitted by: December 2016.</p>

REQUIRED COMPETENCIES

Minimum requirements:

- Demonstrated experience and track record in search engine marketing, search engine optimization, social media, digital advertising and website management.
- Working knowledge and good understanding of Google Analytics and other online optimization tools.
- Solid knowledge and proven experience in providing similar services to the agricultural and/or non-profit sectors.
- Excellent command of English.

Competencies and Skills:

- Strong analytical skills with a robust understanding of data, with a perfect understanding of ROI measurement/attribution and optimization.
- Excellent interpersonal skills and ability to interact effectively with different stakeholders.
- Strategic thinker and creative problem solver with remarkable attention to details, autonomous, resourceful and proactive.
- Knowledge of Spanish/French would be desirable.
- Ability to work under pressure with tight deadlines.

HOW TO APPLY

Interested applicants are required to create an online Personal Profile form (PPF) in iRecruitment. To create the PPF, please follow the instructions available at: <http://www.fao.org/employment/irecruitment-access/en/>. Once created, applicants should submit a PPF form, an updated CV and a letter of motivation including two references to: wbf@fao.org. Kindly specify in the subject of the email: **Digital Agency**.

Deadline for submission of your application: 27 May 2016.

Applications received after the closing date will not be given consideration. Only short listed candidates will be contacted.

