The International Trade Centre is looking for a:

**International Consultant on Communication and Visibility (Ready4Trade Central Asia)**

<table>
<thead>
<tr>
<th>Division/Section:</th>
<th>Division of Country Programmes – Office for Eastern Europe and Central Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of assignment:</td>
<td>International Consultant</td>
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<tr>
<td>Type of contract:</td>
<td>Daily Based</td>
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<tr>
<td>Duty Station:</td>
<td>Geneva, Switzerland</td>
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<tr>
<td>Duration of assignment:</td>
<td>1 year</td>
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**Terms of Reference**

**BACKGROUND**

The International Trade Centre (ITC) is the joint development agency of the World Trade Organization and the United Nations, which enables small businesses to improve exports in developing and transition countries by providing, with partners, sustainable and inclusive trade development solutions to the private sector, trade support institutions and policymakers. The Office for Eastern Europe and Central Asia (OEECA) is responsible for developing, monitoring, coordinating and implementing ITC’s activities and projects in Eastern Europe and Central Asia.

ITC implements Ready4Trade - Central Asia project (2020-2023) in five Central Asian countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan), which aims to promote international trade in Central Asia by enhancing the transparency of cross-border requirements, removing regulatory and procedural barriers, strengthening business capability to comply with trade formalities and standards, as well as by improving cross-border e-commerce. The project is funded by the European Union.

The Project is structured according to four Outcomes:

**Outcome 1. Reduced key regulatory and procedural obstacles to international trade in CA countries;**

**Outcome 2. Improved compliance of SMEs with cross-border requirements;**

**Outcome 3. Improved business environment in the CA countries for conducting cross-border E-commerce, with a focus on women-led companies;**

**Outcome 4. Improved business environment for women-led enterprises to participate in international trade.**

Effective and coherent communication plays a critical role in achieving the project’s objectives. It aims to promote project activities and results among beneficiaries, development partners, and the wider audience, thereby increasing impact and visibility for the project. To achieve this, the services of an international consultant are needed to ensure the communication and visibility of the project activities.

**DUTIES AND RESPONSIBILITIES**

The consultant will work under the direct supervision of the Project Officer (OEECA) and technical guidance of the Communications unit.
The consultant will have the following duties and responsibilities:

- Liaise with country-based communications consultants and/or national project managers in all five countries for the implementation of communications, media and events and provide guidelines on communication and visibility.
- Ensure timely coverage of major project activities, by creating a communication strategy for each major project event, collecting necessary inputs from national field offices, ITC technical sections, preparing drafts of press releases/web stories, coordinating clearances with ITC Communications unit and respective EU delegations.
- Review all communications materials prepared by the national communication consultants (such as press releases, news articles, success stories, etc.), ensuring they are in line with ITC and donor (European Union) communication guidelines and requirements.
- Generate social media content based on the materials prepared by the national communication consultants.
- Oversee/produce promotional/success story videos, produce animated stories which will communicate the results of the project, statements and testimonials of the project partners and beneficiaries.
- Prepare project newsletters in English and Russian, using the Mailify platform and create Mailify campaigns.
- Update the project infographics.
- Update the project webpage on ITC website.
- Maintain and update the external project website.

**EXPECTED OUTPUTS AND TIMELINE**

1. Q4 2022 and Q1, Q2, Q3, Q4 2023 newsletters, both in English and in Russian, prepared and sent out (campaigns sent by 15th of the month following the quarter).
2. Each major project activity in 2023 is covered through a press release/web story, a tweet and an animated impact story (for events: all the content should be published not later than two days after the event).
3. Content of the external website of Ready4Trade is regularly updated (not less frequently than weekly).
4. Ready4Trade project page on the ITC website is up to date.
5. Project infographics updated on quarterly basis.

**SKILLS**

- Demonstrated skills in the production and design of communications products.
- Familiarity with the Central Asian countries is desirable

**EDUCATION**

- Advanced university degree (Master’s degree or equivalent) in communication, journalism, international relations, public administration or related field.

**EXPERIENCE**

- A minimum of 5 years of progressively responsible experience in public information, journalism, international relations, public administration or related area.
- Experience in communication of trade development projects is an asset.

**LANGUAGES**

- Advanced knowledge of English and working knowledge of Russian.