



**Feed the Future Ethiopia Farm Service Center Project
F2F Volunteer Consultant
Scope of Work**

Host Organization: Feed the Future Ethiopia Farm Service Center Project and EGAA Agricultural Input Suppliers PLC
Assignment Location: Addis Ababa
SOW Developed By: Tesfaye Dinssa
Duration of Assignment: 10 working days

Assignment	Dates	Objectives
Develop webpage content and layout for EGAA Agricultural Input Suppliers PLC	June 2016	<ol style="list-style-type: none"> 1. Define EGAA’s business scope so as to reflect same on EGAA’s web page to be developed 2. Conceptualize, design and produce intuitive, user-friendly, aesthetically excellent, thematically, appropriate and technically efficient webpages content and layout that adhere to solid web practices and standards 3. Provides training and technical assistance EGAA staff

Program Description:

CNFA is implementing a three-year USAID-funded Feed the Future Ethiopia Farm Service Center Project. Feed the Future Ethiopia Farm Service Center Project provides technical backstopping to the Ethiopian Agricultural Transformation Agency (ATA) which is establishing about 20 new Farm Service Centers (FSCs) throughout Oromia, Amhara, Tigray and SNNPR. These FSCs are private, retail input and farm service supply businesses that serve as an innovative and replicable model for scaling up private farm input and service networks in Ethiopia and throughout Africa. In addition, Feed the Future Ethiopia Farm Service Center Project is strengthening the apex whole sale buying entity, EGAA Agricultural Input Suppliers PLC (EGAA), which was formed under the Commercial Farm Service Program and has been designed to streamline the inventory needs of the FSCs from multinational suppliers.

Major Responsibilities:

- Define EGAA’s business scope to be clearly and sufficiently depicted on EGAA’s website.
- Conceptualize, design and produce intuitive, user-friendly, aesthetically excellent, thematically appropriate and technically efficient webpage content and layout that adheres to solid web practices and standards;
- Provides training and technical assistance to EGAA staff on how to efficiently manage and keep material up-to-date on the website

Desired Qualifications of Volunteer:

- College degree and/or equivalent experience in Graphic Design and Web development,
- Experience in desktop publishing concepts and standards; word processing techniques

and standards

- Background or skills in publishing, editorial operations or desktop publishing and experience in editorial content creation or multipurpose
- Proficiency in supporting software such as QuarkXpress, InDesign (preferred), Photoshop, Adobe etc.,
- Must have excellent working knowledge of IIS, HTML, VBScript, JavaScript, ASP.Net, XML, Visual Basic, Dreamweaver MX, Fireworks MX, and Flash
- Individual must have demonstrated skills and verified experience in web application programming, webmaster duties in a Windows and Linux environment, Adobe graphical tools, graphic manipulation and creation, and strong knowledge of web authoring tools.
- Database expertise in one or more of the following databases: SQL Server or MySQL.

Desired Impacts:

Desired Impacts	Host Profile Verification Items
<ul style="list-style-type: none"> • Complete a fully-fledged webpage for EGAA PLC including development of content and lay out, as well as uploading the website and launching it. 	<ul style="list-style-type: none"> • EGAA obtained sufficient linkages to multinationals and diverse stakeholders. • EGAA managed to attract large number of local supplies • EGAA’s business profitability and sustainability improved.

Assignment Itinerary:

Day	Assignment Descriptions
1	<p>Morning: Meet with the Project’s Chief of Party, Deputy Chief of Party, and Business Management Advisor to refine the overall expected outcome of the assignment.</p> <p>Afternoon: Meet with Feed The Future Ethiopia Farm Service Center Project Business Management Advisor to get an overview of current EGAA business and operation modalities.</p>
2	Meet with Feed the Future Farm Service Center Project Communication and Marketing Advisor to obtain additional communication guidelines for the webpage content and layout development.
3	Visit EGAA Agricultural Input Suppliers PLC, meet with EGAA Management Team and discuss overview of ongoing progress and any specific issues to paint a holistic picture of EGAA as a business.
4-5	Inform EGAA webpage from office online browsing and review similar local and international companies’ webpage content and layout.
6-7	Visit EGAA’s partners and stakeholders such as multinational companies, local sales agents, selected Farm Service Centers and government offices to define the scope of audience of EGAA’s website.
8-9	Write-up design, and develop draft of EGAA’s web content and layout and incorporate all the relevant information that EGAA wants to convey.
9	Deliver a presentation on the draft webpage content and layout to obtain additional inputs in the form of comments from Feed the Future Farm Service Center Project staff.
10	Upload the webpage content and layout and commission online trial run.

Accommodations:

1. Hotel Accommodations:
 - Desalegn Hotel, Addis Ababa, Ethiopia;
 - Contact Information: +251 116 624524;
 - Desalegn will arrange airport pick-up to the hotel.
2. Transportation Facilities:
 - Feed The Future Ethiopia Farm Service Project will provide daily pick-up to the hotel and office and hotel;
 - Provide business trips transportation and translation facilities.
3. Communications:
 - The project will provide mobile phone and credit for the entire assignment period.

Recommended Preparation:

- The month of June is the beginning of the rainy season in Ethiopia. Volunteer are encouraged bring thicker clothing and preferably have umbrella with them.
- It is recommended that the Volunteer Consultant should have anti-malarials and receive all necessary vaccines prior to departure from home country.
- It is also recommended to keep medicines and other important items with you in your handbag in case luggage is misplaced during transit or otherwise.

Outreach:

CNFA requests each volunteer to complete at least eight hours of outreach after returning from an assignment. This includes newspaper articles, presentations, any conversations you had about your project, and other modes of communication. Please keep this in mind during your project, and ensure that you are taking notes to correspond with photographs, meetings, or notable activities. Your Washington DC coordinator will follow up with you both during debriefing and again several months after your assignment is completed to get an update of your outreach efforts.

Contact Information:

CNFA – Ethiopia

Mr. Nega Berecha
Deputy Chief of Party,
**Feed the Future Ethiopia
Farm Service Center Project**

Ms. Azebe Teshale
Reception/Secretary,
**Feed the Future Ethiopia
Farm Service Center Project**

Feed The Future Ethiopia Farm Service Center
Project Office Address
Yeshi Building, 4th Floor
Bole Road
Addis Ababa, Ethiopia

Former Project Volunteers

None

Project Host(s) in Ethiopia

- USAID Feed the Future Ethiopia Farm Service Center Project in Addis Ababa, Ethiopia
- For information regarding EGGA and FSCs visit <http://www.cfspethiopia.org/>
- For information regarding ATA visit <http://www.ata.gov.et/>