

Terms of Reference (ToR)
Data Management Consultant

1. BACKGROUND

Bangladesh Trade Portal (BTP) is an official source of all regulatory information relevant to traders who wish to move goods and merchandise across the borders of Bangladesh. The objective of the BTP is to make all regulatory trade related information and other information useful to Bangladeshi importers and exporters easily and readily available in a single integrated website. Ministry of Commerce (MoC) of Bangladesh Government has established the Trade Portal in order to improve the predictability and transparency of the country's trading laws and processes. Trade Portal facilitates that businesses have easy access to relevant information and helps them be compliant. It also helps reduce the cost of complying with trade procedures. By bringing together relevant government Ministries and Departments, BTP serves as a critical stepping-stone towards the implementation of greater trade facilitation regime.

2. OBJECTIVE

The objective of the assignment is to work with the Bangladesh Trade Portal (BTP) Team in order to collect, design, format and upload contents on the portal as per the BTP Style Guide. Consultant will also contribute to structure and design the way information is presented in the various search and display facilities that the website can offers up-to-date contents to the visitors. This position involves working with the small and dynamic team that is in charge of the operation of the BTP using advanced technology to keep the website operational and up-to-date.

1. SCOPE OF SERVICES

- Design, develop contents and entire operations for the BTP Website, National Enquiry Point, Women Entrepreneurs Networking Platform (WENP), Official site, AMS software, FMIS, ibas++ and other project websites and Mobile Application as per the requirement of the Ministry of Commerce;
- Write well designed, testable, efficient code by using best software development practices;
- Create website layout/user interfaces by using standard HTML/CSS practices;
- Conduct Search Engine Optimization (SEO) for the BTP Website, other project websites;
- Upload content, maintain continuity of themes, design layout and streamline navigation;
- Integrate data from various back-end services and databases;
- Prepare and format documents that require uploading to the BTP by scanning, converting or, when necessary, keying them in;
- Research and maintain a library of stock pictures to be used on the website's pages from time to time;
- Develop interactive contents (video animation) for the BTP Website and other project websites' Facebook and Twitter Page;
- Redesign BTP Website Tariff Searching System by introducing auto suggestion arrangement while searching tariff data;
- Regularly upload News, Article, Publication, Announcement on the Trade Portal;
- Conduct all activities related to IT, website, and liaison/communication with relevant stakeholders;
- Develop BTP promotional publicity materials as per the project requirements;



- Edit Video and Picture as per the requirement of the BTP domain Team;
- Edit pictures to create still and animated graphics;
- Conduct activities related to WENP market linkage;
- Report to Project Manager on monthly basis or as necessary on tasks performed.
- Any other task assigned by the Project Director/Project Management as and when required related to BTP Website and other project websites' Update.

2. DURATION

Duration of the consultancy services would be for 21 man months/till project period which one is earlier. However, the duration of the assignment may be extended or reduced according to the project needs and budget.

3. INSTITUTIONAL ARRANGEMENT:

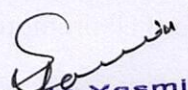
The Consultant will work under the direct supervision of the Project Director. The Consultant will submit report and deliverable to the Project Director.

4. EDUCATION AND EXPERIENCE

- Bachelor degree from a reputed and recognized university in Computer Science and Engineering (CSE), Electronics and Electrical Engineering (EEE), Information and Communications Technology (ICT) or other related discipline;
- A minimum 5 (five) years of experience in IT Sector with 3 (three) year experience in Website Management, Content Development and Upload;
- Deep expertise and hands on experience with Web Applications and programming languages such as HTML, CSS, PHP, JavaScript, JQuery and API;
- Deep knowledge of Search Engine Optimization process;
- Adequate knowledge of relational database systems, Object Oriented Programming and web application development;
- Excellent skills with design and photo-editing software;
- Basic Understanding on the Android and iOS based Mobile Application Development;
- Experience in public policy related projects in the Government offices and a good understanding of international trade, possibly gained in Customs Department, and business procedures in Bangladesh will be an advantage;
- Good English and Bengali skills in writing, typing, reading, and speaking are essential.

5. SELECTION METHOD

Selection of the Data Management Consultant will follow the procedures for selecting Individual Consultants described in the World Bank's Procurement Regulation.


 (Shaila Yasmin)
 Project Director (Joint Secretary)
 (Additional Charge)
 Bangladesh Regional Connectivity Project-1
 Ministry of Commerce