

|  |  |
| --- | --- |
| **e-Commerce Paid Volunteer** **Terms of Reference** |  |
| **Background**: GWED-G a women’s rights organisation based in Gulu with operations in Acholi –sub-region has designed a project that seeks to work with 100 promising women entrepreneurs in Gulu City that are desirous of moving their business into ICT driven domain. To support this initiative GWED-G has funding from Uganda Communication Commission (UCC) for setting up an ICT hub to accelerate integration of women business in ICT. The hub will mobilize resources, provide coaching, business advisory services and networking in search of business opportunities.  |
| **Number of Positions** | One (1) |
| **Reporting** | Technical Advisor (TA)  |
| **Duty Station**  | GWED-G Officer , Kitgum Rd , Gulu City  |
| **Starting Date**  | 1st November , 2020 |
| **Purpose**  | The e-Commerce Paid Volunteer will be primarily responsible for overseeing and managing the e-commerce component of the women in business and ICT project.  |
| **Specific duties** : In line with the project objective and plans , the duties will include but not be limited to::* Research and development of new online marketing strategies
* Responsible for on-line sales and brand promotion.
* Oversee the look and feel of GWED-G women in business and ICT website.
* Ensure significant on-line presence of women in business and ICT project.
* Shaping decisions about products, pricing and promotional strategies on –line in consultation with participating women entrepreneurs.
* Creating frameworks that transform women in business and ICT social media sites into highly profitable platforms.
* Analyzing traffic to inform website maintenance and the effectiveness of marketing strategies.
* Organizing and delivery of e-commerce training
* Providing routine hands on coaching for women entrepreneurs on the use of ICT gadgets and on-line platforms.
* Any other duties as may be assigned from time to time.
 |
| **,Education and Experience*** Degree/Diploma in Marketing Management, Business, Information Systems, Communication or similar.
* Experience in E-Commerce
* Demonstrable record of accomplishment of devising sales-enhancing strategies.
* Sound knowledge of prevailing procedures and techniques in e-commerce.
* Innovator and self-starter
* Good training and facilitation skills
* Knowledge of Luo language
* Extensive knowledge and practical use of social media applications.
* Unmatched supervision, research, and troubleshooting skills.
 |
| **How to apply**  | Send your CV and cover letter with 3 referees ONLY by e-mail to jobs@gwed-g.org.. Closing date is 5PM on Wednesday, October 21, 2020. While we thank all applicants for their interest, only those selected for interviews will be contacted. Any form of lobbying will lead to automatic disqualification. |