**TERMS OF REFERENCE**

**INFORMATION TECHNOLOGY (IT) EXPERT**

**Trade and Transport Facilitation Project**

**WBTTFP-8929-MK-411R-CS-IC**

1. **BACKGROUND**

The purpose of these Terms of Reference is to define the tasks and responsibilities of the Information Technology (IT) Expert of the Project Implementation Unit (PIU) in North Macedonia. The PIU has been established in the Ministry of Transport and Communications for the purposes of successful implementation of the two IBRD (The World Bank) financed projects, the Western Balkans Trade and Transport Facilitation Project (WBTTFP) and the Local Roads Connectivity Project (LRCP) (<https://wbprojects-mtc.mk>).

The Ministry of Transport and Communications (the Client) intends to engage a highly qualified individual consultant, IT Expert, to provide services as a full-time member of the PIU. The successful candidate will work closely with the Ministry of Transport and Communications, and all other relevant stakeholders to ensure that all the IT related aspects of the Projects are managed in compliance with the objectives of the Loan Agreements, the Project Appraisal Documents (PAD), and the Project Operations Manuals.

The selected procurement method of the service will be Selection of Individual Consultants (IC) - Open procedure, in accordance with the World Bank’s “Procurement Regulations for IPF Borrowers” dated July 2016, revised November 2017 and August 2018 (“Procurement Regulations”).

1. **GENERAL INFORMATION**

Individual Consultant Title: Information Technology (IT) Expert of the Project Implementation Unit.

The Consultant shall report to the Project Director. The IT Expert, always aligned with the Project Director and in collaboration with the other PIU Experts and the World Bank, shall interact and liaise with a number of different stakeholders.

Creativity, initiative, analytical capacity and team work are therefore required to cope with such diverse demands and actors, which makes working experience desirable.

1. **POSITION IN ORGANISATION**

Immediate superior: The Project Director

1. **POSITION OBJECTIVE**

The IT Expert of the PIU shall provide IT support to the MoTC/PIU in various IT related aspects for successful implementation of the two Projects, the WBTTFP and the LRCP and achieving the project’s goals.

1. **PRINCIPAL TASKS AND RESPONSIBILITIES**

The IT Expert of the PIU will be responsible for the following:

* Provide IT expertise to the PIU related to the development of software and provision of hardware equipment for the National Single Window (NSW) and provide control of the quality of the delivered outputs
* Provide IT expertise to the PIU related to the deployment, installation and commissioning of ITS equipment along the A1 motorway (Corridor X)
* Ensure proper functioning of the PIU/MoTC network services and ensure that security of the IT system is in place
* Ensure proper functioning of the PIU web-site and provide content management in line with the progress of the Projects
* Ensure proper functioning of the Project’s financial management system
* Ensure conceptual architecture of data in service of the interoperable infrastructure
* Develop and implement project’s database and ensure data migration
* Adhere with the internal policies and procedures
* Develop content strategy aligned with short-term and long-term project’s targets
* Collaborate with marketing and design teams to plan and develop site content, style and layout
* Create and publish engaging content
* Edit, proofread and improve writers’ posts
* Liaise with content writers to ensure brand consistency
* Optimize content according to SEO
* Use content management systems to analyse website traffic and user engagement metrics
* Manage content distribution to online channels and social media platforms to increase web traffic
* Develop an editorial calendar and ensure content team is on board
* Ensure compliance with respective legislation (e.g. copyright and data protection)
* Stay up-to-date with developments and generate new ideas to draw audience’s attention
* Upgrading, filing data and improving content information in the financial management system
* Installation of applications and upgrade
* Backup and maintain of hardware
* Develop data models, data analysis
* Create free resources each month to drive leads, subscribers, awareness
* Manage and develop blogging strategy for the project website
* Grow subscriber base
* Work with web designer, product marketing, external influencers and other industry experts

1. **DURATION AND LOCATION**

It is expected that the period over which the consultant shall provide the Services will be **40 months**, in all cases not less than up to the end of the two projects life. The Consultant should be available to commence in 30 days the latest after signing the Contract. The assignment is full time and the Consultant should be available to provide services for at least 8 hours each day, Monday to Friday, for a minimum period of 40 hours per week. The remuneration will be paid on a monthly basis. Subject to notice being provided, the Consultant may take up to 25 working days leave each year, and the remuneration will be paid during the period of leave. The Consultant will be stationed in the PIU premises in Skopje, but should be ready to travel throughout the country for attending meetings. The Consultant will be offered opportunities to develop professionally by attending relevant World Bank training events and courses during the term of the contract. A downstream work might be needed, in case of extension of the relevant Projects’ duration, and subject to Client’s business needs under the Projects and subject to consultant’s satisfactory performance.

1. **REPORTING REQUIREMENTS**

The Consultant will brief regularly the Project Director on the progress in respect to the contract tasks performed. The Consultant will provide/submit Monthly Progress Reports, within 7 (seven) days after the end of month for which the report is due. The report should contain at least: (i) the status of progress, problems encountered, corrective actions needed, rationale for actions; and (ii) relevant time and costs implications, if applicable. The Consultant shall prepare ad-hoc reports on any major project issues raised, at the Project Director, Client or Bank's request.

1. **SERVICES TO BE PROVIDED BY THE CLIENT**

The Client will be responsible for provision of the following:

* Fully equipped office space, Laptop, with access to Internet, local telephone line, printing, photocopying and document binding;
* Access to necessary documents; and
* Where the Consultant is required to travel, to site or elsewhere in accordance with the Client’s instruction, transportation costs will be borne by the Client.

1. **KNOWLEDGE, EXPERIENCE, SKILLS AND COMPETENCIES**
2. Educational qualifications: At least a University Degree in fields related to Information Technology (IT), Computer science, Communication, application developing (where a university degree has been awarded on completion of a minimum of three years of study in a university or equivalent institution);
3. Area of professional expertise: Information Technology;
4. General experience: Minimum of 5 years experience in Information Technology;
5. Specific experience: Minimum of 2 years experience in development of software applications, conceptual architecture of data in service of the interoperable infrastructure, developing and implementation of database as well as data migration, network services etc.;
6. Required skills and competencies:

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| Skills/Competencies | Required | Desirable |
| Technical | * Good understanding of relevant national regulations and systems * Experience in development of software applications * Experience in provision of TS for hardware equipment * Developing data models, data analysis * Experience in network services and data sharing * Good command of pack office (Word, Excel, PowerPoint, Publisher) * Experience in content and applications management (WordPress, websites, social-media applications, etc.) * Basic technical knowledge of HTML and web publishing * Knowledge of SEO and web traffic metrics * Experience in creating various types of websites and other online content such as eBooks, whitepapers, infographics, guides,      * blogs, etc. | Knowledge of Cyber security  Knowledge in mapping and statistics |
| Personal | * Self-Planning & Organizing * Problem Solving * Work under pressure * Communication * Teamwork * Detail-oriented * Initiative * Ability to take initiative and work independently when needed * Good organizational and time-management skills |  |
| Language | Excellent Knowledge of English language (speaking and writing)  Fluency in Macedonian language |  |