TERMS OF REFERENCE

for the Services of

WEB-SITE CONTENT MANAGEMENT CONSULTANT

Background

The European Commission financed European Neighbourhood and Partnership Instrument – Forest Law Enforcement and Governance (ENPI-FLEG) Program second phase will promote the development of improved forest law enforcement and governance arrangements in seven targeted countries: Azerbaijan, Armenia, Georgia, Moldova, Ukraine, Belarus and Russia. The project’s core funding is provided through a grant agreement from the European Commission to the World Bank. The project is being undertaken as a partnership among the World Bank, IUCN and WWF. IUCN and WWF will receive sub-grants from the World Bank and will be key implementation partners. Each of the three partnered program implementation organizations will be responsible for its own set of specified project activities and deliverables. Three broad categories of stakeholder groups will be targeted by the project: government (line departments, parliamentarians, local authorities and the judiciary); civil society (NGOs, community organizations and forest-dependent communities); and the private sector (particularly timber companies). The program will define the policy, legal, institutional and economic obstacles to improved forest governance (including the control of illegal logging); test pilot innovative approaches to overcoming these obstacles; enhance the capacity of key stakeholders to implement forest governance reforms; and disseminate the lessons learned at national, regional and global levels.

The Program will be carried out over a four year period, from January 2013 through December 2017. The Program will support the participating countries to strengthen forest governance through improving implementation of relevant international processes, enhancing their forest policy, legislation and institutional arrangements, and developing, testing and evaluating sustainable forest management models at the local level on a pilot basis for future replication.

The three specific Program Development Objectives are to:
- make progress implementing the 2005 St. Petersburg FLEG Ministerial Declaration in the participating countries and support the participating countries commit to a time-bound action plan to ensure its implementation and follow-up activities (regional level);
- review or revise (or establish a time-bound action plan to review or revise) forest sector policies and legal and administrative structures; improve knowledge of and support for sustainable forest management and good forest governance (including the impact of related EU regulations) in the participating countries (national level); and,
- test and demonstrate best practices for sustainable forest management and the feasibility of improved forest governance practices at the field-level on a pilot basis in all participating countries (sub-national level).

The Azerbaijan FLEG II Program is implemented by three participating agencies: WB, IUCN and WWF.

Objective of the Assignment
The objective of the Assignment is ensuring the technical support for maintaining the ENPI FLEG country web-site as well as update and modernization of the web-site regularly and as needed.

**Scope of Work and Outputs**

Under the guidance of the WB Azerbaijan Country Programme Coordinator and in consultation with the Program Coordination Team (PCT), the Consultant will undertake the following tasks:

- Provide technical support for maintaining the ENPI FLEG country web-site;
- Update and modernization of the web-site regularly and as needed;
- In collaboration with the Editing Consultant and Media and Public Awareness Consultant identify target audience, moderate the serve list of users/subscribers; maintain website’s user-friendly interface and convenience for use by wide range of stakeholders and focus groups;
- Manage special pages on Youtube, Twitter and Facebook;
- Cooperate with counterparts from other Program’s participating countries;
- Maintaining database, graphics and diagrams on the web;
- As instructed by the Program Coordinator, carry out any other appropriate associated work that may be requested to effectively perform the Program activities.

In implementation of the tasks above, the Consultant will work together with Media, the Public Awareness, and Publication Editing Consultants.

**Coordination and reporting**

The assignment will be undertaken under the supervision of the WB Azerbaijan Country Programme Coordinator. The Consultant will liaise with the World Bank Senior Environmental Specialist in the Baku Country Office; (ii) the WWF and IUCN project team members.

**Qualification Requirements**

The following specific qualifications shall be met:

- Master degree, Associates or Bachelors degree in IT, Journalism or related field (preferably high education);
- Previous experience in management of the electronic information web resources and design;
- Websites management, maintenance and qualitative update experience;
- A strong knowledge in computer application programs (Microsoft Office, Visual Basic, Visual C, and ASP);
- Professional communication skills, both verbal and written;
- Solid technical background and understanding of a variety of platforms;
- Work effectively within a team as well as independently;
- Manage multiple tasks in an efficient manner;
- Capable of understanding issues in the field of natural resource management;
- Good knowledge of English, fluent in Russian and Azerbaijani.
Technical understanding of the following:
- Email Servers (Exchange 2000 / 2003 / 2007, Kerio)
- Backup Solutions (Windows Backup Tools, Various Backup Tools)
- Database Servers (MySQL, SQL Server 2000 / 2005)
- Directory Services (Active Directory, Group Policy)
- Web Services (IIS, ASP)
- Internet Protocols (DNS, SMTP, POP, IMAP, FTP, TCP/IP)
- Domain registration, DNS hosting, Email flow and Spam filtering technologies

Implementation Arrangements and Timing

The expected level of effort is up to 60 days extending for 6 month period from September 15, 2013 to February 28, 2014.