**TERMS OF REFERENCE**

**Subject:** OneIG shop operation SSA for 11.5 months – working on Inspired Gifts shop related tasks

**Type of contract**: Individual Contractor

**National / International:** National

**Proposed level**: Junior

**Duration**: 11.5 months from 1 November 2019 to 15 October 2020

**1. Background**

Inspired Gifts is a UNICEF global fundraising programme to support the purchase of products needed by programme country offices. These products are bought centrally by UNICEF’s Supply division based in Copenhagen and distributed directly to the UNICEF Programmes that need them. Hence potential purchaser of Inspired Gift is buying a virtual product. In return they are entitled to an e-card that they can send to whoever they wish.

UNICEF China started the first IG shop on the Taobao platform at end of 2013, later a Weshop was established in June 2015. Inspired Gifts is the only channel of China office to raise RR, expected income is RMB 7 million in 2018 and increasing year to year.

From 2018, the real gift approach was recommended by head of the office to strengthen Inspired Gifts’ selling proposition and expand IG product portfolio to benefit the buyers’ children as well. So in order to establish this mechanism, the professional with expertise and experiences about real product design, production, logistic and customer services need to be invested.

#### 2. Introduction

PSFR needs an Inspired Gifts (IG) e-shop operations consultant to support UNICEF China’s e-shop activities. This is a consultancy assignment for 11.5 months from 1 November 2019 to 15 October 2020 to include assisting IG e-shop supporters and buyers during pre and post purchase services, and handling materials during IG campaigns.

**3. Objective (s)**

Under the general supervision of the Digital officer, the individual contractor will be responsible for real product approach implementations and monitor IG e-shops daily operation and reporting, to ensure all shops being operated smoothly and maximize the reach and volume of the web shops.

**4. Methodology & Expected Output**

Work in UNICEF’s office in Beijing on working days to manage and provide high-quality UNICEF web shop services to UNICEF China’s supporters. Details are given under the next paragraph “major task/deliverables and timeframe”.

##### 5. Major Tasks, Deliverables & Timeframe

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| --- | --- | --- | --- |
|  | Task | Deliverable | Payment (% of fee) |
| 1. | IG shop related tasks: | 1. **Follow with Digital officer to develop and implement e-commerce strategy, tactical campaigns, daily operation based on shopper insights to drive sustainable growth.**    * Assist in preparing all creative materials of planned campaigns by agreed timeline    * Daily monitor IG e-shop operation, response problems to the supervisor timely    * Efficiently answer inquiries in a professional manner based on Frequently Asked Questions (FAQ) guidelines.    * Prepare and send IG receipt/e-receipt/certificate upon request 2. **Coordinate order processing, delivery and customer services for real product sale.**    * **Assist in building effective working process with supply planning, logistics operation, customer service.**    * **Support for developing a daily deployment plan and raise stock transport orders, for shipment lanes to ensure that product is moved in time to meet customer order requirements.**    * **Monitor performances of customer services provided by the outsourcing agency** 3. **Work out analysis report for weekly, monthly annual review on sale performance and target achievement.** 4. **Support in defining the growth opportunities by channel, making proper suggestions to supervisor for decision making.** | 95% |
| 3. | General administration: | Provide administrative support to the unit as requested, such as typing, filing, faxing, photocopying, etc. | 5% |

Monthly payment based on weekly work done list signed by contractor and supervisor.

Complete submission of deliverables as per expected standard and quality as assessed by the supervisor is a prerequisite for payment of fee. UNICEF reserves the right to adjust or withhold payments for late deliverables or for deliverables not meeting expected quality.

**6. Timeframe**

230 working days over 11.5 months from 1 November 2019 to 15 October 2020.

**7. Consultancy Requirements**

Qualifications:

* Bachelor’s Degree required, major in business/Marketing is preferred.
* 1 – 2 years Ecommerce Trading experience ideally working for a branded product online retailer.
* Native Mandarin Chinese skills, reading and writing. Good command of spoken English and working knowledge of written English.
* Experienced user of Microsoft Office applications;
* Good initiative and attitude, nice temper;
* Ability to work in teams and independently; exceptional customer service attitude.

Other:

* Work in UNICEF’s office in Beijing on working days.
* Working time: from 0830 to 1730, with one hour break for lunch, Monday to Friday.
* Working with people is necessary. Contractor should expect to work closely with colleagues in the team.
* This is not a UNICEF staff position.

**8. Supervision**

Technical support, timely reviews, and monthly Work Progress Report submission