

## **TERMS OF REFERENCE**

### **(Scope of work)**

#### **Independent Consultant - Web Developer**

### **I. Background**

FSD Ethiopia is an agency that aims to support the development of accessible, inclusive, and sustainable financial markets for economic growth and development. Our role is to identify the underlying causes of financial system failures, facilitate market actors to address these constraints, and help build a functional and effective financial sector that generates economic gains for a wide cross-section of Ethiopian individuals and businesses.

We provide technical assistance, grants, and research insights to policymakers, regulators and market actors. Our vision is to contribute to a thriving financial system that delivers real value to the broader economy and the people of Ethiopia.

The primary objective of this position is to The Web Developer will be responsible for the development, management, and optimization of the NBE's web presence. This includes ensuring that the website is accessible, secure, and provides a seamless user experience. Additionally, this role will involve managing the NBE's digital media channels to engage effectively with the public and promote financial inclusion.

### **2. Introduction**

The National Bank of Ethiopia (NBE), the country's central banking institution, plays a crucial role in Ethiopia's economic development by regulating the country's financial system and promoting financial inclusion. To further these objectives, the NBE is strengthening its digital presence through a comprehensive web and digital media strategy. The Web Developer will be instrumental in ensuring that the NBE's online platforms are robust, user-friendly, and effectively communicate the bank's mission. The successful candidate will work closely with the Project Management Office (PMO) being formed by the NBE in cooperation with FSD Ethiopia. The PMO's purpose is to implement the second National Financial Inclusion Strategy (NFIS II).

### **3. Key Responsibilities and Role Requirements**

#### **Web Development:**

- Design, develop, and maintain the NBE's official website, ensuring it is responsive, user-friendly, and aligned with best practices in web development.
- Implement and manage content management systems (CMS) to streamline content updates and maintenance.
- Ensure website security, including regular updates and backups, to protect against cyber threats.

#### **Digital Media Management:**

- Manage the NBE's social media platforms, ensuring consistent and engaging content that aligns with the bank's communication strategy.
- Develop and implement digital marketing campaigns to promote financial inclusion and the NBE's initiatives considering the campaigns are designed with a gender- inclusive approach, addressing the unique needs and challenges faced by women and men from marginalized communities.
- Optimize digital content for SEO to enhance visibility and reach.
- Ensure a relatable, inclusive tone and style that resonates with the diverse target audience of the bank.

### **Content Integration:**

- Work closely with the Multimedia Content Creator to integrate multimedia content (videos, graphics) into the NBE's website and digital platforms.
- Ensure that all digital content is accessible and optimized for different devices and platforms.

### **SEO & Analytics:**

- Conduct regular SEO audits and implement strategies to improve search engine rankings
- Utilize web analytics tools to monitor website performance and user behavior, providing regular reports to the Communication Department.
- Use gender disaggregated data - driven insights to recommend improvements to the website and digital media strategy.

### **Technical Support**

- Provide ongoing technical support and troubleshooting for the NBE website and digital media platforms.
- Train staff on using web tools and digital media platforms to ensure effective content management.

### **Innovation & Trends:**

- Stay updated on the latest web development and digital media trends, tools and technologies.
- Recommend and implement new features or platforms that can enhance the NBE's digital presence.

### **Project Management:**

- Lead web and digital media projects, ensuring timely delivery and alignment with the NBE's objectives.
- Coordinate with external vendors and partners as needed for the development and implementation of new digital tools or platforms.

## **Skill**

### **Technical Skills:**

- Proficiency in HTML, CSS, JavaScript, and content management systems (e.g., WordPress, Joomla).
- Experience with web analytics tools (e.g., Google Analytics, SEMrush) and SEO best practices.
- Knowledge of cybersecurity best practices and website maintenance.

### **Language Skills:**

- Strong verbal and written communication skills in English and Amharic.

### **Personal Attributes**

- Analytical thinker with a problem - solving mindset.
- Ability to work both independently and collaboratively in a team environment.
- Strong project management skills with the ability to manage multiple priorities and meet deadlines.
- Committed to fostering a diverse, inclusive, and equitable work environment.

## **4. Deliverables and Reporting Requirements**

- Monthly report – A comprehensive report that includes web site management Implement and manage content management systems (CMS) to streamline content updates and maintenance.
- Manage and Ensure website security, including regular updates and backups, to protect against cyber threats.
- Provide support to various directorates in various web site development communication activities and engaged in design, development and implementation of various activity in the communication function and ensure to ensure successful delivery of the project.
- Regularly updated on the latest web development and digital media trends, tools and technologies.
- Concepts, reports, insights, and recommendation - Provide technical advice on financial inclusion and support activities, offer solution, recommendation and insight
- Other report or deliverable as NBE may specify from time to time.

## **5. Timing and deliverables**

The work will be carried out on daily basis for the period from May 1, 2026 – December 31, 2026.

## **6. Reporting**

The Consultant shall report directly to, National Bank of Ethiopia (NBE) PMO Office Communication Advisor or his/her delegate.

**How to Apply:** Interested candidates should submit a CV, a comprehensive portfolio showcasing previous work, and a cover letter that demonstrates how their experience aligns with the responsibilities and qualifications outlined in this vacancy, clearly stating the position “Web Developer” for which they are applying, to [jobs@fsdethiopia.org](mailto:jobs@fsdethiopia.org) before the end of business day on April 23, 2026.

**Note:** FSD Ethiopia is an equal opportunity employer and welcomes applications from all backgrounds.