I. General Information

Title of Consultancy:	**Support Website and Social Media Development.**
Duration of the assignment:	**60 days.**
Supervisor:	**Programme Manager**
Closing Date:	**24th December 2019.**

II. Introduction

Women's Empowerment Link (WEL) is a non-profit, non-partisan, non-governmental women's right organization that is committed to empowering women and girls to realize their full potential, worth, and strength politically, socially and economically through advocating for opportunities that explore their potential. WEL prides in contributing to the national and local agenda that promotes gender equality and women's empowerment on social, political and economic spheres.

III. Context

Women's empowerment Link (WEL) in partnership with UK AID has rolled out a police training and community awareness raising project. The purpose of the project is to improve the accountability and gender-sensitivity of the Kenyan National Police Service (NPS), including how they handle cases of sexual and gender-based violence (SGBV) and other alleged violence against women and girls (VAWG), in Nakuru, Mombasa, Kwale, Nairobi and Kisumu counties in Kenya so that women are empowered to use the criminal justice system to seek justice in a dignified, safe and fair way across these five counties.

The objective is to roll out and operationalize standard operating procedures (SOPs) on Gender Based Violence (GBV) prevention and response that were launched by the Inspector General of the police in January 2019 (https://youtu.be/O8TQQkgVQgs). The SOPs provides a systematic and uniform approach in dealing with SGBV/VAWG incidents and cases reported to the police at police stations, posts and patrol bases countrywide. The SOPs focus on improved presumed and later proven to be survivor experience; thorough and effective investigations; community awareness-raising; collaboration and policing; training of officers in the handling of SGBV & VAWG; and increased collaboration between multi-sector stakeholders.

Data and information dissemination is a key component of the implementation of the police training and community awareness raising project. The project aims at disseminating information in a timely fashion to support the roll out and operationalization of the Police SOPs on GBV prevention and response at the national, county and community levels. To effectively support information sharing on SOPs implementation, WEL is to enhance its website to make it more interactive and easy to use to facilitate information/data dissemination, as well as raise awareness and improve the project's visibility. To achieve this, WEL seeks to engage a consultant who will be responsible for designing and developing an interactive website that fosters information sharing and dissemination and also promotes awareness and visibility of the project. The website should provide intelligent user oriented display of graphs and information through a dashboard.

The consultant will equally support the revamping of WEL's social/New media pages. New media (Facebook, Twitter, Instagram, WhatsApp, Blogs and YouTube) will be used to maintain and sustain an online presence and discussions during the Community Policing Forums (CPFs) sessions to galvanize support for the prevention and response to GBV beyond the CPFs dialogue sessions. The project intends to amplify the conversations to be conducted with community policing committees and traditional leaders into a national debate using social media. Further, the social media pages will also be the platforms to document the discussions and commitments of the CPFs leaders during the forums and these can be used to assess the leaders' level of commitment towards supporting ending of GBV as well as for accountability.

Additionally, the Consultant will support the design and development of a Knowledge Hub for sharing experiences, good practices, lessons learned and showcasing important success stories and failures in the implementation of the SOPs through the police training and community awareness raising project. The Hub will ease the process of knowledge exchange amongst the counties supporting the roll out and operationalization of the Police SOPs on GBV prevention and response. WEL seeks to develop the knowledge hub to Enhance Evidence-Informed implementation of the SOPs, Policy-Making and Knowledge Management to influence gender sensitive Police Reforms programme.

IV. Scope of the Assignment

WEL wishes to hire the services of a qualified consultant to support in the following 3 areas:

a) Website Redesign and Improvement: -

- Develop an enhanced, interactive, easy to use website to facilitate information/data dissemination, as well as raise awareness and improve the support to National Police Reform project's visibility. The Design and development should be interactive and fosters information/data sharing and dissemination. Also promotes awareness and visibility of the police project and effectively support implementation of the Police Project

b) Revamping of Social Media Pages: -

- Create Linkages with community policing members, CSOs, government duty bearers and the security sector actors: message packaging and running social media campaigns
- Profile WEL's work in its support for the Police Reform programmes that is gender sensitive through communication activities and channels that provide strategic platforms for knowledge creation, capturing, sharing, validation and use to enhance program outcomes

c) Design and Develop a Knowledge Hub to: -

- Monitor, Learn and evaluate: To support learning about what works and what doesn't when it comes to improving the accountability and gender-sensitivity of the Kenyan National Police Service (NPS), including how they handle cases of sexual and gender-based violence (SGBV) and other alleged violence against women and girls (VAWG. The Knowledge Hub Library will give practitioners access to cutting edge research and up-to-date data and knowledge on policy and programming, lessons learned, and good practice on gender sensitive policing.
- Develop communities of practice: To allow stakeholders to discuss and share ideas, experiences and knowledge, based on their efforts to make police reforms gender sensitive and end GBV. The hub will help to build bridges and connections across counties and stakeholders - including governments, civil society, women survivors of GBV Networks, and women movements - breaking down silos by providing Knowledge Circles - multi-stakeholder communities of practice.
- To Facilitate networking opportunities: This will facilitate connections between individuals and stakeholders. Stakeholders will be able to search the Knowledge Network to connect with others with specific interests or areas on improving the accountability and gender-sensitivity of the Kenyan National Police Service (NPS), including how they handle cases of sexual and gender-based violence (SGBV)

V. Output and Deliverables

Under the Terms of Reference (TOR) of this Project, the consultant contracted is expected to deliver on the following:

a) Website Redesign and Improvement

Stage 1: Review, Consult and Recommend

- Make recommendations for redesign, usability and technical requirements;
- Make recommendations regarding web traffic for detailed reports of visitors to the website;
- Make recommendations regarding an integrated publishing system;
- Make recommendations/proposal regarding functionality and usability;
- Present a proposed plan for implementation of website build;
- Develop a wire frame and prototype for the website which communicates the new brand clearly and compellingly;
- Maintain an inventory of deliverables

Stage 2: Design

- Visually captivating, simple and easily navigable home page;
- Interactive, user-friendly, mobile friendly and responsive design;
- A design that is accessible across most popular browsers and is testable with validation tools;
- A design that allows regular improvements on look and features;
- Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- Social bookmarking to allow users to organize their favorite content and share it on their social media accounts through social media shortcuts;
- Integrate an effective search function;
- Ability to conduct surveys/polls;
- A calendar where members and visitors can track the network's events;
- Incorporate a 'Survey & Poll' feature that is able to conduct a survey of 10 to 20 questions and a 'Polling/Voting system should also be included;
- Construct a modern, interactive interface to allow for consultations, trainings and afford members a chance to exchange information, ideas, good practices, and request assistance from their peers within the network.

Stage 3: Integrate Content with Design

- Assist in the input of all content using the CMS;
- Incorporate feedback from Stage 2 into this phase;
- Develop graphics, logos and related multimedia content where necessary;
- Determine appropriate compression techniques, resolutions, sizes, color maps, and depths to insure that images are delivered at sufficiently high speed and quality;
- Develop META tags on each web page and registration with major search engines;
- Ensure print-friendly design and content;

Stage 4: Test

- Check website for bugs and problems; if found diagnose and address them
- Verify system compatibility and scripts for each webpage

Stage 5: Follow-up and Continuity

- Develop a user-guide for the website and the CMS complete with the most common troubleshooting guidelines;
- Guide the WEL through the web hosting needs and security setups/controls;

b) Revamping of Social Media Pages

- Develop and design content to ensure the design is engaging, accessible to the target audience and is consistent in terms of colors, style and key messaging across all media
- Update WEL's Facebook- Daily updates: 2-3 times a day, content mix, at least 1 FB story a week
- Update WEL's Twitter pages with current - Daily updates: 2-3 times a day, weekly Tweet Chat
- Increase followership on Facebook and Twitter Page
- Submit weekly analysis report for viewership and followership

c) Design and Develop a Knowledge Hub

- Research and development- scanning of websites and online resources, conducting a national survey, consulting with partners and national mapping of resources and key documents
- Content development - developing an information management strategy with appraisal and translation guidelines and a taxonomy
- Information technology (IT) platform development- selecting an IT platform and engaging in actual development
- Community of practice and learning development;
- Monitoring and evaluation framework.

VI. Timeframe

Maximum 60 days

VII: Remuneration

Remuneration will be calculated based on qualification and experience and will be paid on a 30%- 40% - 30% Modality as per each sub-assignment in the contract. This will be broken down as follows: -

Instalment Period	Deliverable	% of payment
1st Installment	Approved inception Report	30%
2nd Installment	Draft Report	40%
3rd Installment	Approved Final report plus all attachments	30%

Note that all payment will be made via Cheques/ Direct Bank Transfers upon approval of all deliverables by relevant authority within WEL.

VIII: Qualifications and Competencies

Education:

- Degree in Communication, IT or a relevant field;
- At least 3 years of work experience IT and/or in communications including the writing, editing, designing and layout of publications, stories and IEC materials for the UN, NGOs and other development assistance agencies;
- Full computer literacy is expected; and
- Fluency in English

Technical Qualifications

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- Solid understanding of the concepts of user experience, user interface design principles and conceptual design;
- Experience with CMS- open source, proprietary and custom solutions;
- Expertise knowledge and hands on experience with web applications and programming languages such as HTML, CSS, JavaScript, JQuery and API's;
- Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver.
- Eye for design and attention to details are essential

IX. Submission of Application

Interested consultants should provide the following to **info@wel.or.ke** on or before **24th December 2019** by **9:00 AM** Kenyan time**:**

- Cover letter;
- CV with 3 references for all members who will be engaged in the assignment;
- Copies of reports of previous work conducted.
- Maximum 3-page Technical proposal: The technical proposal should include;
a) Brief explanation about the consultant with particular emphasis on previous experience in this kind of work;
b) Understanding of TOR and the task to be accomplished;
c) Proposed methodology;
d) Draft work/implementation plan and budget to undertake the assignment.

Applications will be assessed based on the proposed methodology and level of experience of candidates

X. Terms of Service

This is a non-staff contract modality of hiring at WEL. The incumbent shall not be considered as staff of WEL and are therefore not entitled to any privileges or any other special status or conditions as WEL staff.