TERMS OF REFERENCE
WEB DEVELOPMENT CONSULTANCY

Project summary

Organization	Women's Empowerment Link (WEL)
Project	Website Maintenance
Position Type	Consultancy
Duration	1 year
Reporting to	Head of programs
Working with	Programs Department
Start date	Immediately
Application deadline	2nd Sep 2024

1.0   ORGANIZATION BACKGROUND

Women Empowerment Link (WEL) is a nonprofit, nonpartisan, non-governmental Women's rights organization that has been working in Kenya for the last twelve years. WEL envisions a world in which women and girls realize and embrace their rights. The core mandate is to empower women and girls to realize their full potential, worth, and strength politically, socially, and economically, these are pursued through various partnerships with government and non-governmental entities through four thematic areas of:

1. Transformative leadership: which seeks to increase the number of women in leadership positions/decision making positions, be they appointed, elected, or nominated.
2. Elimination of Violence against Women & Girls: Which seek to facilitate development, promotion, and enforcement of appropriate mechanisms for prevention, protection, and response to violence against women and girls.
3. Sustainable Livelihoods for Women: which seek to strengthen the livelihoods base of women, especially their capacity to engage in successful business enterprises.
4. Climate Justice: Creation of climate-led solutions to advance climate change, coping, adaptation and strategies among women through advocacy and action.

WEL desires to enhance its online presence through a functional and interactive website that will serve it's over 2000 local members as well as other key public.

2.0   WEBSITE OVERVIEW AND KEY OBJECTIVE

WEL is inviting proposals from reputable and qualified companies and individuals with a track record of success in designing and producing digital solutions to develop new templates for the current website (where need be) and maintenance of the website.

3.0   SCOPE OF THE ASSIGNMENT

The deliverables of the consultant are as follows:

- The WEL website presents a new visual look and its functionalities are enhanced to **provide a better experience to users.**
- Develop a user manual and deliver a training to the support staff and system
- administrators to perform content upload, system maintenance and administration.
- Support and maintenance: Administrative and technical support, quality control for a **period of 1 year.**
- Source code handover: Full source code including all developed libraries shall be **handed over to WEL designated staff.**

Additional deliverables will include:

a) Regular Maintenance Tasks:
 ➢ **Content Updates**

Content updates involves regularly adding, editing, or removing website content to keep it current and relevant. This includes updating text, images, videos, and documents to reflect new information, campaigns, or events, Regular content updates enhance user engagement, improve SEO rankings, and ensure the website remains an accurate and valuable resource for visitors. The process will involve optimizing content for performance and accessibility.

Add a session on blogs/news updates to enable detailed posting of our projects and activities.

 ➢ **Software Updates**

Regular software updates which are crucial for maintaining the website's functionality and performance by regularly updating the content management system (CMS), plugins, themes, and other software components. These updates will ensure compatibility with the latest web technologies, fix bugs, and introduce new features. Regular software updates will help prevent potential conflicts between different website components and improve overall site stability and user experience.

 ➢ **Security Updates**

Offer regular Backup services by creating copies of the website's files and databases to protect against data loss, corruption, or other issues. Additionally, ensure that restoration procedures are defined to ensure quick and efficient recovery of the website to its latest state in case of any data loss incidents, ensuring minimal downtime and data integrity.

b) Performance Optimization:
 ➢ **Speed Optimization**

The consultant is to support in speed optimization which involves tasks aimed at improving the website's loading times to enhance user experience and search engine rankings. This includes techniques such as compressing images to reduce their file size without compromising quality, enabling browser caching to store frequently accessed data locally, minifying CSS and JavaScript files to remove unnecessary characters, and using content delivery networks (CDNs) to deliver content more efficiently. Fast-loading websites retain users better, reduce bounce rates, and perform better in search engine results.

> **Database Optimization**

The consultant is to support in database optimization which entails regular maintenance tasks to ensure the database operates efficiently and remains clutter-free. This includes cleaning up old or unnecessary data, such as obsolete records and revisions, optimizing database tables to improve query performance, indexing important columns to speed up data retrieval, and regularly checking for and repairing database errors. Effective database optimization reduces load times, improves site performance, and ensures quick access to information, thereby enhancing the overall functionality and reliability of the website.

c). Technical Support:

> **Troubleshooting**

The consultant is to support in troubleshooting This involves identifying, diagnosing, and resolving issues or bugs that are reported by users or detected during routine checks of the website. Effective troubleshooting will ensure that any technical issues are addressed promptly, minimizing disruption to users and maintaining the overall reliability and usability of the website.

> **User Support**

The consultant is to provide support and guidance to both site administrators and users who encounter technical problems or have inquiries regarding the website's functionality. This involves responding to queries promptly, offering clear and helpful explanations, and providing step-by-step instructions to help users navigate and utilize the website effectively.

d). Monitoring and Reporting:
> **Uptime Monitoring: Continuous monitoring of website availability.**
> **Analytics Reporting:**

The consultant is tasked with providing regular reports on the website's performance, encompassing metrics such as traffic, user behavior, and other pertinent indicators. This involves implementing tracking mechanisms to gather data on visitor interactions, page views, bounce rates, and conversion rates, among other metrics. By analyzing this information, the consultant can offer valuable insights into user engagement, navigation patterns, and areas for improvement. These reports serve as a foundation for informed decision-making, enabling stakeholders to optimize the website's design, content, and functionality to better meet user needs and achieve organizational objectives.

4.0   PROFILE OF THE WEB DEVELOPMENT TEAM

WEL is looking for a consultant with a strong record in Web development and design. The web development team should have the following skills and attributes:
- Be a reputable firm or individual with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;

- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- Demonstrate the ability to create innovative and visually appealing design;

5.0   ROLES AND RESPONSIBILITIES:

Based on this ToR, the key responsibilities of the evaluator (s) include.

1.   Timing and duration of the assignment
- The duration of the contract will be 1-year (12 months) with possible extension. The consultant is expected to start this assignment immediately.
- The development and maintenance of the site will be ready immediately starting from the signing of the **contract.**
- The user manual and the maintenance of the new webpages will be done from the second month of the contract.

2.   Briefing/debriefing arrangements

A first meeting call will be scheduled to brief the firm or individual on the background information to develop each of the requested deliverables.

3.   Reporting relationships and identification of responsibility for assessment of the services/outputs
- The company or individual will work in close consultation and under the supervision of the WEL communications team and program officer.
- The WEL team in close consultation with the WEL communications Officer will assess the services and outputs of the firm or individual.

4. Maintenance Logs:

The consultant is responsible for maintaining regular logs of all maintenance activities conducted on the website. These logs should detail each task performed, including updates, bug fixes, security patches, and any other technical work. Keeping thorough and up-to-date maintenance logs ensures that there is a clear record of the website's upkeep, which can be invaluable for troubleshooting issues, tracking changes over time, and ensuring accountability in the maintenance process.

5. Reports:

The consultant will provide detailed performance and maintenance reports on a monthly or quarterly basis. These reports should summarize the website's performance metrics, such as traffic statistics, user engagement, and load times, as well as outline the maintenance tasks completed during the reporting period. Such comprehensive reports enable stakeholders to assess the website's health, identify trends, make informed decisions, and plan for future improvements or necessary interventions.

6. Backups:

The consultant is tasked with regularly creating and securely storing backup copies of the website's files and databases. These backups are crucial for data protection, ensuring that in the event of data loss, corruption, or a cyber-attack, the website can be quickly and effectively restored to its previous state. Secure storage of these backups, whether on physical media or cloud services, is essential to protect against unauthorized access and ensure data integrity.

7. WEL will:
1. Take ooverall responsibility and accountability for the evaluation.
2. Offer guidance throughout all phases of execution, including clarifications on the TOR etc.
3. Offer/ grant access to the current website code and content including all documents and pages, plugins, themes and addition information
4. Cover all reasonable aspects of the Web development costs per agreed budgets and Terms of Engagement.
5. Approval of all deliverables.

6.0   WORK PLAN AND DELIVERABLES
It is expected that the following deliverables will be met.

1. New look and feel of WEL's Website
- Following the WEL branding guidelines, design and maintain a new look-and-feel for the site capturing the different functionalities outlined in this TOR. The company or individual will develop a graphic concept and the visual language of the new templates.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- The new look and feel should be adapted and maintained to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options should be included in the new templates.
- The templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.
- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, and events).
- The current sections and sub-sections of the site should be adapted using the new templates.

2. Functionalities to include in the new templates
The following features will be guaranteed through the new templates outlined in section 1:
- Add feed links;
- Responsive design;

- Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag.
- Multiple page styles and custom post types;
- Language options feature in resources and guidance templates;
- Search function by news, type of publication/guidance, type of resource, events, country story and issue;
- Search resources by free text;
- Interactive map on WEL's Website;
- Signup for latest news;
- Link the site with other platforms such as WEL eLearning platforms/ microsites (if any).

7.0   THE APPLICATION PROCESS AND REQUIREMENTS

Interested and qualified consultants are invited to submit a technical and financial proposal that includes the following:

1. Cover letter expressing interest, availability, and a brief description of web designers' track record and suitability for the assignment (the letter should not exceed 2 pages)
2. Technical proposal describing among others understanding of the ToRs/ web developer requirements, web designer approach, methodology, workplan and brief profiles of the proposed web development team.
3. Detailed financial proposal indicating ALL inclusive envisaged web development costs. The budget must specify the daily professional fees/ consultancy rate.
4. CVs of web development team (not more than 3 pages each)
5. Web links of three samples of websites of previously undertaken or similar assignments.
6. Contacts of 3 organizations that have recently (preferably in the last 3 years) contracted the firm/ consultant(s) to carry out a similar assignment.

The complete application should be submitted by email to info@wel.or.ke indicating the subject line as **Web Maintenance.** This exercise will be on a rolling basis. Deadline for application 2nd Sept 2024

NOTE: This is a non-staff contract under the Individual Contractor 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. WEL reserves the right to reject any application(s) without disclosing the reasons.