

## Terms of Reference

### Design and Development of a corporate website for the FON Project

#### 1.0 Background

The International Planned Parenthood Federation (IPPF) is a global sexual and reproductive health (SRH) service provider and one of the leading advocates for universal access to sexual and reproductive health and rights (SRHR) for all. Headquartered in Nairobi, Kenya, the overarching goal of IPPF Africa Region (IPPFAR) is to increase access to SRHR services to the most vulnerable youth, men, and women in sub-Saharan Africa.

IPPFAR, in consortium with [CREA](#), [Empow'Her](#), the [International Federation on Human Rights](#) and [Médecins du Monde](#), will be leading the delivery of a new project entitled **Feminist Opportunities Now (FON)**, funded by the **Agence Francaise de Development (AFD)**, with the overarching objective to build the capacity of feminist movements, via sub-grants to feminist organizations, particular efforts will be deployed in reaching small, often non-registered, feminist organizations to address and respond to gender-based violence as well.

The project will follow an ecological-based model that combines the use of multi-disciplinary gender-transformative approaches and direct sub-granting. It also intends to provide longer-term mentorship and support to feminist organizations in their overall development by designing specific trainings tailored to their needs, and helping them to identify other sources of funding. FON also includes a research-action component that will help understand how these approaches can be scaled-up and sustained, for knowledge sharing and communication purposes. The project will be implemented across 10 countries in 3 continents: Mexico and Colombia (lead by MdM), Bangladesh and Sri Lanka (lead by CREA) and Burkina Faso, Ethiopia, Guinea, Ivory Coast, Kenya and Mali (lead by IPPF ARO).

More specifically, the project will seek to:

1. Improve the sustainability of feminist organizations at the organizational and technical levels by proposing an inclusive approach to capacity building.
2. Support the resilience and diversity of feminist CSOs through access to sustainable, flexible and adapted financing for small and/or informal and/or marginalized.
3. Strengthen the networking of feminist CSOs from the South, bringing them closer to networks at national, regional, and international levels, in order to bring their voice to the public arena.

FON will prioritize, where possible, organisations working with or led by people who in their local context may face discrimination, gender inequalities and gender-based violence, such as:

- i. Members of the LGBTI+ community and in general people with diverse sexual orientation and gender identities
- ii. People living with disabilities
- iii. People living with HIV/AIDS
- iv. Racial, ethnic or indigenous minorities
- v. Internally displaced, migrant and refugee people
- vi. Sex workers
- vii. Young people
- viii. Members of any other community that in their local context face particularly high discrimination, gender inequalities and gender-based violence

To this effect, IPPFAR has identified the need for stronger and more strategic communications to support these goals and to ensure the project's key messages reach its various audiences, effectively. This includes strengthening the FON visual identity and brand to have a unified coherent look, feel and tone as well as a corporate multilingual website.

For this, IPPF AR is inviting proposals from reputable and qualified companies/individuals with a track record of success in designing and producing digital solutions to design and develop a brand-new corporate website for the FON project.

### **Purpose/objective of the proposed consultancy**

The objective of this consultancy is to design and build a comprehensive and responsive website that offers a visible web presence for the FON project and also as a tool for awareness building and is able to record, consolidate and present project's details, successes, achievements, resources, including all types of communication materials and media content. The web development project will also offer functionality to its members such as information sharing and dissemination. It will also be the main channel to publish available grants and receive applications from partners.

### **2.0 Specific Deliverables**

- 2.1 Provide technical and creative design and development of the functionalities in an interactive, multi-lingual (English, French and Spanish) user friendly and mobile friendly corporate website.
- 2.2 Create a content management system for information publishing and updating to the various content areas such as the events, news, galleries, workshops and other bulletin boards
- 2.3 Create wireframes of the website design concepts.
- 2.4 Secure and authenticated access to the website using secure https transmission channels.
- 2.5 A database and a document management system to store, manage and track documents uploaded to the website for downloads and easy access through remote sharing.
- 2.6 Develop corresponding user accounts and interfaces for the website administrators.
- 2.7 Administrator and end user training on the various website functionalities.
- 2.8 Carry out other relevant web-related tasks such as search engine optimization.

### **3.0 Functionalities to include in the new templates**

The following features will be guaranteed in the new website

- a) Responsive design;
- b) Multilingual website (French, English and Spanish)
- c) Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag
- d) Multiple page styles and custom post types;
- e) Search function by key word, news, type of publication/guidance, type of resource, events, country story and issue;
- f) Search resources by free text;

- g) Interactive map;
- h) Link the site with other platforms such as IPPF main websites, consortium members' main websites, landing pages.

#### **4.0 Methodology**

This is a time-restricted consultancy, and the consultant shall be required to adhere to the timeline stipulated here. To achieve this, state any guidelines that will be used to develop a workplan for the delivery of the website.

- i) An appropriate methodology will be determined by the consultant in consultations with the team.
- j) The consultant will work with the communication team to ensure that proper branding, UI/UX and templating reflects the branding guidelines for IPPFAR/project.
- k) The consultant will prepare a GANTT chart clearly stipulating the broken-down activities, deliverables, and reasonable timeline in the delivery of a fully functional website that meets the needs and the objectives of the project at hand.
- l) The consultant will provide a list of tools used during the development process, in case a commercial product has been used, the consultant MUST provide a written justification for the same, which would need to be approved by the IPPFAR team before use, and any stipulation that will occur on IPPFAR's side.

#### **5.0 Duration of Work**

- a) The duration of the contract shall be for a maximum of 45 working days from the date of signing of the contract.
- b) The consultant will work closely with the IPPF ARO communication team and will submit on a weekly basis the progress of activities as agreed.

#### **6.0 Education Qualification & Experience**

- a) Advance degree or equivalent qualification Computer Science/IT or any other relevant discipline.
- b) Candidate should demonstrate their qualifications and proven experience in the graphic design and technical implementation of user interfaces in a web-based environment. Candidate should provide a portfolio containing examples of their achievements.
- c) Solid understanding of the concepts of user experience, user interface design principles and conceptual design.
- d) Expert knowledge in HTML, CSS and JavaScript.
- e) Knowledge of Bootstrap, jQuery and AngularJS.
- f) Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver.
- g) Knowledge of the Wordpress Content Management System, particularly with respect to page template design, will be considered an asset.
- h) Eye for design and attention to details are essential. Working knowledge of UI/UX technologies (Show portfolio)

- i) Working knowledge of other RDBMS i.e., MsSQL or MySQL
- j) Must demonstrate good presentation skills
- k) Deep understanding of web architecture and information architecture
- l) Fluency in English is essential.
- m) Other

## **7.0 Payment Schedule**

The consultant shall be paid 40% of the total cost upon approval and signing the contract and the balance upon satisfactory delivery of the finalized website.

## **8.0 Application Process**

To apply for this position, prepare and submit the documents below:

- a) Consultancy proposal response clearly showing methodology, qualifications of each team member and Relevant and successful undertaking (State specific and mostly needed type of tools mentioned above/portfolio).
- b) Workflow diagram addressing the specific objectives highlighted and the financial proposal
- c) Company profile/ individual consultant CV on handling related assignment
- d) References that can be contacted regarding the quality of the organization's/individuals' work.

*NB:* IPPFAR will deduct 5% withholding tax for local (Kenyan based firm/individuals) and 20% for non-Kenyan based firm/individual consultants before making payment.

**Applications must reach IPPF Africa Regional Office through email address [ippfarbids@ippf.org](mailto:ippfarbids@ippf.org) latest by 30 th January 2023**