



**TERMS OF REFERENCE
WEB DEVELOPMENT CONSULTANT**

Organization	Adeso - African Development Solutions, www.adesoafrica.org
Position Title	Web Development Consultant
Reporting To	The Senior Communications and Advocacy Officer
Working With	The Communications and Advocacy Department
Duration	Maximum of Twenty-One (21) Days
Starting Date	Immediately
Application Deadline	November 14 th , 2017
Vacancy contact	Please send applications tenders@adesoafrica.org – Adeso will only respond to short-listed applicants

ORGANIZATIONAL BACKGROUND

Adeso is an expanding and vibrant African based international development and humanitarian organization. At Adeso, we work with African communities who are yet to realize their full potential; working inside these communities to create environments in which Africans can thrive. Our belief that economic, social and environmental security is the bedrock of a healthy community drives the nature and intent of our programming. We work to prevent and overcome situations that adversely affect community well-being by: reinvigorating the economy, developing skills for life and work, providing humanitarian aid, and influencing policy.

For the past 20 years we have strengthened rural livelihoods through environmental awareness, training, technology transfer and innovative humanitarian projects in pursuit of a peaceful, self-reliant, and greener future.

Adeso is an exciting and dynamic organization experiencing managed rapid growth. It offers sound employment conditions with opportunities for personal growth and development.

PROJECT SUMMARY

Adeso together with other local and national NGOs from the global south have come together to develop an integrated Islamic Social Financing pooled fund model (a hybrid fund). The idea of fund follows the efforts at the World Humanitarian Summit in 2016 and the creation of an innovative hybrid fund at the national levels to meet humanitarian and development needs. The objective of this fund is to provide a vehicle for a socially responsible instrument that can alleviate hardship, poverty and human suffering through mobilization of financial and material resources to the destitute and needy.

The concept of fund is rooted in the fundamentals of the Islamic faith and forms an integral part of the Islamic social fabric that promotes risk sharing, compassion, brotherhood and duty to other human beings. To ensure that this important initiative gets off to the best start possible, we require the services of a competent web developer to design, develop and maintain a trendy, well-thought, interactive and user-friendly web portal for the fund.



BACKGROUND FOR CONSULTANCY

Website Overview and Development Objectives

This consultancy will be undertaken under the supervision of the Adeso consultant in collaboration of NEAR's Senior Communications and Advocacy Officer.

The Consultant, working together with the Senior Communications and Advocacy Officer will ensure that the website is reflective of the needs of the fund such as developing logo branding guidelines and a user-friendly interface which essential for the success of the website. The Network members and supporters think that the website should be built for the general public followed by local communities in the global south.

The three most important features of the website, according to this survey, is a resource section with funding guidelines and good practice, a section on local community stories of project successes and failures, followed by reports and research. The fund will be launched in October 2017 in Turkey or other OIC countries. The objective of this consultancy is to develop a website before this launch that communicates the brand guidelines, logo and user-friendly website that meets the fund's information including all stakeholders. The consultant will be expected to design, develop and maintain the website based on terms that will be discussed at the signing of the contract.

METHODOLOGY

Under the guidance of NEAR's Senior Communications and Advocacy Officer, the consultant will be expected to develop the website in two phases:

Phase 1: The consultant will be expected to deliver a basic website that will provide information about the fund's updates on its activities, information on donor-friendly interface and key stakeholders. It will promote visibility for the fund's operations and allow for feedback, access to information such as reports, press releases and access to the network's newsletter.

Phase 2: The consultant will be expected to build a modern interactive interface to allow for consultations, trainings and afford members a chance to exchange information, ideas, good practice, and request assistance from their peers within the Network.

DELIVERABLES

Through the first and the second phases, the consultant will be expected to:

- 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;
- Develop a Content Management System (CMS);
- Investigate and propose options to set up a Constituent Relationship Management (CRM) system;
- Develop a user-guide for the website and the CMS, complete with the most common troubleshooting guidelines;
- Guide the network through the web hosting needs and security setups/controls;
- Train a minimum of three network staff on how to manage the new website CMS and CRM;
- Make adjustments to the website prototype and brand deliverables based on feedback.



I) First Phase Architecture

The selected service provider will be expected to guide the Network through a discussion of its needs in order to build the site's architecture. However, some of the expectations on features, capabilities and general web layout for the first phase will include and are not limited to:

- An attractive graphic layout that embodies the Network's corporate character and meets its branding specifications;
- 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;
- The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
- Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- Integrate an effective search function;
- Social bookmarking to allow users to organize their favorite content and share it on their social media accounts through social media shortcuts;
- A Google Translate option from English to at least French and Arabic;
- Search Engine Optimization and ability to work well with search engines;
- Incorporate Google analytics;
- A personalized e-newsletter function with email and text blasting options;
- Ability to host subscription options;
- A function that allows members to apply for grants from the network's pooled fund;

Suggested pages for this first phase will include:

Page 1: About Us,

- **Donate:** Give Once, Give Monthly, Yearly, Sponsor Project
- **Fundraise:** Learn To Fundraise, Start A Campaign
- **Mission And Vision Statement** (Read More)
- **Our History**
- **Our Core Values**
- **Management**
- **Governance**
- **Financial Information**

Page 2: Our Work

- What We Do
- Capacity Building
- Microfinancing

- Organizational Development
- Funding
- Research And Humanitarian Evidence-Based Publications

Page 3: Our Network

- Our Members



- Our Progress
- Our Reach
- Strategic Partners
- Become a Donor (Give Once, Give Monthly, Yearly, Sponsor Project)

Page 4: Get Involved

- Volunteer
- Shop at Our Stores

Page: Newsroom

News

- Videos and Photo Gallery
- All Social Media: Facebook, Twitter, Snapchat, YouTube, LinkedIn

Page 5: Resource Centre

After the launch of the fund, the website will be an interactive, live and conversational portal that will contain but is not limited to some of the following features. The selected consultant will also be expected to advise and guide the fund on the needs and the interactive capabilities of the website.

- Intranets for members;
- Bulletin boards and discussion forums or chat rooms;
- A calendar where members and visitors can track the fund's events;
- An interactive Google map showing the reach of the fund;
- Ability to publish financial reports for the fund and structure of the fund like HR, Finance, Executive
- Tools for web-based training for beneficiaries.

CONSULTANCY PERIOD

Completion of the first phase is expected to take no more than twenty-one (21) days from the date of contract signing. The completion of the second phase will be negotiated after the completion of the first phase. The consultant is expected to produce all deliverables inclusive of several rounds of feedback (to the extent that it is needed) to refine the website and ensure that the website is ready. This is not a full-time consultancy.

QUALIFICATIONS

- A solid understanding of brand development and brand positioning;
- Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products;
- A solid understanding of user experience, user-interface design principles, and conceptual design;
- Expert knowledge of HTML, Java Script and CSS;
- Expertise in Adobe Photoshop, Illustrator, In-Design And Dreamweaver;
- Excellent attention to detail;
- Experience with CMS – open-source, proprietary and custom solutions;
- Experience developing interactive websites that allow for user-engagement and online donations;
- Experience with Constituent Relationship Management (CRM) systems who can share relevant examples of establishing CRMs for multi-national non-profit organizations;
- Experience developing websites for large non-profit organizations.



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In consideration of the fees paid, the Consultant expressly assigns to Adeso/NEAR any copyright arising from the works the consultant produces while executing this contract. All images (whether used for online or print purposes) must however bear the consultant's photo credit, as specified by international intellectual property rights. The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from Adeso.

APPLICATION PROCESS

All applications should be sent to tenders@adesoafrica.org by the **November 14th, 2017** with **"Web Development Consultant"** on the subject line. The Selection Committee will review all applications as they arrive. All applicants must meet the minimum requirements described above, and those unable to meet these requirements will not be considered.

Each application package should include the following:

- An application letter addressing the selection criteria including how the consultant's previous experience matches the consultancy objectives as well as the interest for the position. It should also indicate the candidate's availability and consultancy rates. The letter should be no longer than two pages;
- Financial proposal based on the deliverables outlined in the ToR;
- A sample of recent work (e.g. web links to previous work);
- Updated CV including relevant work experience and qualifications;
- Contact details of 2 references (Email addresses and phone numbers of two accessible referees familiar with the candidate's work.

Applications not including all of the above information will not be reviewed. Adeso is an equal opportunity employer.