



Terms of Reference
Web Development Consultancy

Organization	Adeso – African Development Solutions, www.adesoafrica.org
Project	Disasters and Emergencies Preparedness Program (DEPP) Innovation Lab
Position Type	Short-term Consultancy
Study/Assessment Topic	Web Development
Duration	Twenty (20) Working Days
Reporting To	Senior Communications and Advocacy Officer
Working with	The Communications and Advocacy Department
Starting Date	Immediately
Application Deadline	19 th February, 2018
Vacancy Contact	Please send applications to consultancy@adesoafrica.org – Adeso will only respond to shortlisted applicants.

ORGANIZATIONAL CONTEXT

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. Currently, Adeso has programs in Somalia, Kenya and South Sudan.

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

About the Program

The Disasters and Emergencies Preparedness Program (DEPP) Innovation Lab is a 22 months project being implemented by the AIM (Adeso, iHub MasterCard) Consortium. The objective of this program is to increase preparedness and resilience of disaster-prone communities in Garissa and Marsabit counties of Kenya by drawing on their deep knowledge of pastoralist.

The Consortium will undertake activities to meet the objective by utilizing the Consortium members' in house experience in managing labs and proven innovation methodology as well as experience in disaster management. The project will build up communities' capacities to identify and evaluate the risks related to natural disasters and innovative mitigation measures to address these gaps. The Consortium will identify and reinforce existing disaster coping mechanisms and refine new contingency measures emerging from the target communities.



The Consortium will also ensure participation of rural communities at the village level rather than focus on urban issues, as an innovation labs need to.

SCOPE OF WORK

AIM Consortium is seeking the services of a web development consultant or firm to design and develop a dynamic website for this program as part of its overall communication strategy. The website should be developed with the involvement of all stakeholders. It should also be a modern site incorporating social media. AIM is therefore looking for a qualified individual consultant or consultancy firm to design, develop and deploy the website.

The consultant will be expected to perform the following tasks:

1. Assess website needs of Disasters and Emergencies Preparedness Program (DEPP) Innovation Lab project and advise on best web platform and design in line with the program's objectives and aspirations;
2. Website design and build, based on a Word Press platform, with pages with graphics and copy. All copy will be written by AIM Consortium, photographs will be provided by AIM and website will be populated by the consortium using the admin tool;
3. Develop a comprehensive marketing plan for the website, including Search Engine Optimization (SEO) activities;
4. Create site map based on key objectives, messaging priorities, and brief supplied;
5. Design and develop the website as per the specifications outlined by the AIM consortium;
6. Incorporate social media applications into the website (including Facebook, Twitter, Instagram or YouTube, and Flickr);
7. Incorporate google analytics into the website;
8. Incorporate detailed search tool/function into the website;
9. Provide user training;
10. Set-up website back-up systems;
11. Provide complete technical documentation of any developed themes and templates, and full technical specification and setup mapping of any 3rd party WordPress plug-ins used.

DELIVERABLES

The consultant will be expected to deliver the following:

1. Report on website needs based on assessment carried out
2. Website Map;
3. Website templates;
4. Fully functional website in line with specifications outlined by AIM;
5. Website marketing plan;
6. Website training;
7. Detailed written website guidelines;
8. Technical documentation of any developed themes and templates, and full technical specifications and setup mapping of any 3rd party WordPress plug-ins used;
9. Back-up copy of the website.



CONSULTANCY PERIOD

The consultancy should be completed within a maximum of 20 working days. The website should be ready to go live by end of March 2018.

QUALIFICATION PROFILE

The consultant (or firm) will have:

- Advanced University degree in information technology, computer science, communications, information science, public relations or any related discipline;
- Extensive experience in web site development, management and marketing exemplified by an evidence of a good understanding of the assignment;
- Must have demonstrated experience on how to develop and incorporate social media applications into a website;
- Experience in developing websites for community development sector and Non-Governmental Organizations in the region.

SELECTION CRITERIA

The shortlisted service providers will be expected to make a presentation of no more than 30 minutes to the selection committee on how they propose to address AIM requirements. You will be expected to show the capacity and quality of the service you can provide to the consortium and a list of other clients as referees.

APPLICATION PROCESS:

All applications should be sent to Adeso at consultancy@adesoafrica.org with the subject line “Web Development consultancy”. All applicants must meet the minimum requirements described above. Each application package should include the following:

- Cover letter with the applicant’s current contact information.
- Detailed work plan outlining how you plan to provide the deliverables. Applicants are asked to provide completion dates for the following deliverables:
 - Initial meeting/assessment with AIM;
 - Report on assessment;
 - Site map
 - Revised site map
 - Draft website templates
 - Final website
- Detailed budget of expected project expenses (clear and reasonable estimates of cost for each element of the project). The budget should detail the cost for each stage of the process, quoted in terms of number of hours and hourly rate.
- Portfolio and/or resume of past experience for the consultant and/or project manager and key staff (for firms);
- Three professional references with complete contact information; Validity of the quotation (Minimum one month).