ORGANIZATIONAL BACKGROUND

Adeso was founded as Horn of Africa Relief and Development in 1991, working in one small region in Somalia. Informed by community-focused work, Adeso is transforming the global humanitarian and development infrastructure by addressing inequalities and resource deficits impacting civil society from the Global South. For the past five years, Adeso has shifted from its base in Africa to take a global leadership role in advocating for a drastic change in the way the current aid system is structured. By mobilizing resources to foster peace, women’s empowerment, resource protection, climate ambition and skills development, Adeso is helping unleash the power of individuals and communities in Africa so they can live productive and self-sufficient lives.

PROJECT SUMMARY

This year, Adeso is launching several major initiatives that will showcase the organization’s innovative, tech-based solutions that promote resilience, equity and sustainability in the Global South. Adeso is seeking a regionally based web development consultant or agency to help refresh its website and enhance its core functionality, including but not limited to:

- New homepage and sub-page design, to represent both our direct programs and our global programs;
- Integration of a donation feature, such as DonorBox;
- Integration of Social Media;
- Simplified back-end so internal staff can easily manage updates and custom pages on the fly;
- Development of web and mobile-responsive platforms;
- Optimization for SEO and Google rankings;
- Integration with Google Analytics;
- More robust security;
- Seamless integration of hosting and domain sites;
- Additional features and functionality recommendation by the consultant;

**SCOPE OF WORK**

The Adeso team seeks a **Web Designer to revamp Adeso’s website**. The consultant should use this opportunity to further promote interaction and collaboration among Adeso team.

**DELIVERABLES**

The web designer would be expected to:

**Website technical design**

- **User stories and wireframe**
- **Mock up & UX design**
- **Prototyping**
- **Configuration of the CMS**

**Support to content design**

- **Support to formulating a compelling and impactful web-copy**
- **Provision of visuals assets / pictures**

**Website development**

- **In-house integration of technical frame and contents**

**SEO**

- **Configuration of SEO parameters and analytics**

**Recorded Training on Backend Management**

- **Provide a training to communications staff, so that the Adeso team can own the website and perform the necessary updates and changes, plus know how to navigate SEO management.**
CONSULTANCY PERIOD

1 to 3 Months

CONSULTANCY BUDGET

Between $10,000 and $20,000

QUALIFICATIONS

- Previous web design
- Knowledge in multimedia content development
- Have excellent knowledge of recent trends in graphic design, web sites,
- Ability to conceptualize ideas and present drafts
- Demonstrate the ability to create innovative and visually appealing design
- Demonstrate creativity and openness to new ideas
- Great communication, interpersonal and collaboration skills
- Experience with designing for the web and/or UI experienced desired

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APPLICATION PROCESS

All applications should be sent to consultancy@adesoafrica.org by 20 May 2022 with Adeso Website Designer as the subject line. The selection committee will review all applications as they arrive and will begin shortlisting qualified candidates immediately. 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 makes them a suitable candidate for this consultancy.
**Please note:** The cover letter should indicate the budget range and description of expenses that the applicant feels this work will take; timeframe for completion; plus availability.

- Links to a portfolio or to past websites you (or your team) designed;
- Updated CV including relevant work experience and qualifications;
- Contact details of 2 references.

Applications not including all of the above information will not be reviewed.

Adeso is an equal opportunity employer.