THE REGIONAL EDUCATION LEARNING INITIATIVE AFRICA (RELI AFRICA)
TERMS OF REFERENCE
CONSULTANCY TO REDESIGN AND DEVELOP THE RELI AFRICA WEBSITE

Assignment: Design and website development Consultancy.
Expected Duration: 25 days.
Tentative starting date: September 2023.
Application Deadline: August 20

1. ABOUT RELI AFRICA NETWORK

RELI Africa is a peer learning initiative comprising 70+ Civil society organisations in Kenya, Uganda, and Tanzania. The network brings together members working to ensure inclusive, quality learning for all children in East Africa by leveraging local knowledge and expertise and locally relevant evidence to influence education policy and practice. RELI members are local education organisations and individuals in the region, working tirelessly for the most vulnerable children.

2. OBJECTIVES OF THE ASSIGNMENT

The Objectives of the assignment are:
  i.   To design a dynamic and user friendly RELI Africa website.
  ii.   To train staff on how to use and update the website.
  iii. To offer technical support regarding the application and use of the Website.

3. SCOPE OF THE CONSULTANCY

The consultant will work closely with the RELI Africa secretariat and leadership team through the guidance of the RELI Africa leadership team to achieve the deliverables as outlined in this ToR. The consultant will implement the assignment within the framework of the website development requirements. The consultant is also expected to employ relevant innovative measures to deliver a website that will provide information about RELI Africa members, thematic groups, project activities, updates on its activities, information about our donors and partners. It will promote visibility for RELI Africa and allow engagement, collected feedback, access to information and events updates.

Key Responsibilities

The consultant is expected to:

- In collaboration with the Regional Communications Officer and RELI senior manager, develop a creative proposal plan that will capture the scope and implementation of the new website build.
- Collect website content from the RELI Africa secretariat and members.
- Develop a wire frame and at lease 2 prototypes for the website which communicate the RELI Africa brand clearly and compellingly.
- Suggest and implement a user-friendly content management system (CMS).

- Develop a user guide for the website and the CMS, complete with the most common troubleshooting guidelines.
- Work with ICT team through the web hosting needs and security setups/controls.
- Ensure a strong technical SEO placement optimizing it for accessibility to different devices such as laptops, mobiles, and other handheld electronic devices.
- Train a minimum of three RELI support staff on how to manage the new website CMS.
- Integrate the site with all RELI social media sites/social media feed.
- Website Maintenance (for at least 6 months), post implementation.

Some (Not exhaustive) Expected Features of the RELI Website are:

Some of the expected features of the RELI Africa website are:

- Attractive images encompassing the RELI Africa brand guidelines and colours.
- 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 easily.
- The CMS should be dynamic and allow information to be easily updated by relevant RELI Africa staff without specialized web development skills.
- Ability to incorporate all the RELI Africa social media platforms (LinkedIn, Twitter, YouTube, etc.) with live update options.
- Integrate an effective search function.
- Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts.
- Really Simple Syndication (RSS) Feed to provide RELI Africa content dissemination through the network.
- Search Engine Optimization (SEO) and ability to work well with search engines.
- Incorporate Google analytics or any 3rd party analytics service.
- A personalized e-newsletter subscription function with interlinkage to 3rd party services e.g MailChimp.
- Member Profiles.
- A calendar of RELI Africa events.
- An interactive map showing the target countries and impact of RELI Africa.
- Interlinkage to RELI member Partner websites.

4. QUALIFICATIONS, REQUIRED SKILL SET, AND EXPERIENCE

- The consultant should have at least 5 years demonstrable relevant experience of website design.
- Preference will be given to consultants with sufficient experience in designing website for international/regional organisations.
- A bachelor's degree in information sciences or computer Science or related field.
- Experience in using Content Management Systems to develop database-driven websites.
- Knowledge in Backend development
  - API development using modern backend technologies (NodeJS or Laravel).
  - Database development in both noSQL (mongoDB) and relational databases (mySQL, MSSSQL).
- Experience in Frontend development
  - UI Engineering using a modern front-end framework (ReactJS, Vue or Angular).

- o UX engineering using Adobe XD or Figma.
- o Good knowledge of vanilla Javascript.
- o Experience with raw content development (scripting/outlining) and content remodelling for appropriate platforms.

- Experience in DevOps
  - o System deployment using Git workflows as well as traditional cPanel deployment.
  - o Server management and set-up in UNIX and Windows.
- Business Process Mapping (BPM).
- Experience with both Agile and Waterfall methodologies of Software Development Life Cycles (SDLC).
- The consultant should also have:
  - o A solid understanding of brand development, brand positioning and graphic design expertise.
  - o Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products.
  - o A solid understanding of user experience, user-interface design principles, and conceptual design.
  - o Expert knowledge of HTML, CSS, AJAX, JavaScript, PHP, MySQL, ASP, SQL.
  - o Expertise in Adobe Photoshop, Illustrator, InDesign and modern code editors.
  - o Excellent attention to detail.
  - o Experience with WordPress CMS (both traditional and headless).
  - o Experience developing interactive websites that allow for user-engagement.
  - o Experience in developing Not-for-Profit Websites and possibly networks.

5. DELIVERABLES AND TIMELINES

Deliverable	Timeline
An inception report detailing the plan for preparation, execution, and completion of the website. a. An activity workplan b. A Website Prototype	September 05th
A 'demo' of the website functionality	September 15th
A validation with RELI Leadership on the use and functionality	September 17th
A complete functional RELI Africa website	September 30th
A final report and user guide	October 05th
6 months website maintenance and support post go live	November 2023- April 2024

6. FOCAL POINT

The RELI Africa Senior manager will serve as the focal point for the consultant and will provide the relevant information and any support required for the assignment. The consultant shall be compensated subject to the provisions of the assignment based on deliverables.

7. SUBMISSION OF APPLICATIONS

Interested applicants should send the following documents to **jobs@ziziafrique.org** copying **reli-kenya@ziziafrique.org** by 1700 (EAT) on 15th August 2023 with the subject of the email **"CONSULTANCY TO REDESIGN AND DEVELOP THE RELI AFRICA WEBSITE".**

1. Detailed cover letter expressing interest in this assignment, including full contact details (name, tel. e-mail), and physical address.
2. Consultant's detailed CV.
3. A company profile including portfolio of at least three (3) similar consultancy work during the last 5 years (Provide links to websites developed).
4. Contacts of three references.
5. Methodology to be used to successfully deliver the assignment and Work plan clearly indicating the maximum time and duration required for the assignment.
6. Financial proposal
    a. Provide a competitive and detailed cost breakdown (The fee should be quoted in US$) to perform the assignment, including all the chargeable taxes.
    b. Terms of payment.

Only e-mail applications will be accepted. Incomplete applications will not be considered, and only successful candidates will be contacted. Any form of canvassing will lead to automatic disqualification.

Regional Education Learning Initiative Africa is an equal opportunity employer!