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**THE REGIONAL EDUCATION LEARNING INITIATIVE AFRICA (RELI AFRICA)  
TERMS OF REFERENCE  
WEBSITE CONTENT WRITING CONSULTANCY**

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**Assignment:** Website Content Writing Consultancy.

**Expected Duration:** 15 days.

**Tentative starting date:** October 2023.

**Application Deadline:** October 20<sup>th</sup>

## **1. ABOUT RELI AFRICA NETWORK**

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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**

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The Objectives of the assignment are:

- i. To review RELI documents relating to our history.
- ii. To develop user friendly content that tells our story for the RELI Africa website.
- iii. To offer technical support regarding the content alignment and placement on the Website.

## **3. SCOPE OF THE CONSULTANCY**

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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 content development requirements. The consultant is also expected to employ relevant innovative measures to deliver content for the 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, review RELI documents, reports, and information.
- Summarise information into user friendly content that tells our story in an impactful way for the website.
- Suggest and implement a user-friendly content management system (CMS).
- Work with the website design consultant provide technical support on content alignment and placement on the website.

- Share an advisory on content for RELI social media sites/social media feed.
- Provide website Maintenance (for at least 6 months), post implementation.

#### 4. QUALIFICATIONS, REQUIRED SKILL SET, AND EXPERIENCE

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- The consultant should have at least 5 years demonstrable relevant experience of content development.
- Preference will be given to consultants with sufficient experience in content development for international/regional organisations.
- University degree in communication, journalism, public relations, international relations or related disciplines.
- Experience in using Content Management for websites.
- The consultant should also have:
  - A solid understanding of brand development, brand positioning and graphic design expertise.
  - Adequate knowledge and at least five years of progressive experience with content development proven through portfolio of designed products.
  - Excellent attention to detail.
  - Experience developing content for interactive websites that allow for user-engagement.
  - Experience in developing content for Not-for-Profit Websites and possibly networks.

#### 5. DELIVERABLES AND TIMELINES

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Deliverable	Timeline
An inception report detailing the plan for preparation, execution, and completion of the content for the website.	October 2023
Review various reports and documents	October 20 <sup>th</sup>
Develop user friendly content for the website	October 25 <sup>th</sup>
Provide technical support on alignment and placement	October 29 <sup>th</sup>
6 months website maintenance and support post go live	November 2023- April 2024

#### 6. FOCAL POINT

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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

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Interested applicants should send the following documents to [jobs@ziziafrique.org](mailto:jobs@ziziafrique.org) copying [reli-kenya@ziziafrique.org](mailto:reli-kenya@ziziafrique.org) by 1700 (EAT) on 20<sup>th</sup> October 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.
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!***