TERMS OF REFERENCE (TOR) FOR WEBSITE DESIGN AND DEVELOPMENT SERVICES FOR ORGANISATIONAL AND MEMBERS NETWORK HUB

General Information

Organisation	Non-Communicable Diseases Alliance Kenya
Topic	Design and Website Development
Position type	Website services for the organisational and members network hub
Job Title	Consultancy
Type of contract	Special Service Contract
Reporting to	Executive Director
Working with	Programs & Admin
Expected starting date	March 14, 2023
Duration	6 Weeks
Application Deadline	March 10, 2023

BACKGROUND

The Non-Communicable Disease Alliance Kenya (NCDAK) is a not-for-profit organization that brings together synergistic relationships of multi-sectoral stakeholders to facilitate active promotional and advocacy activities for prevention and control of non-communicable diseases (NCDs) and the provision of quality NCD care services.

The organization responds to the global call of action for the prevention and control of NCDs including cardiovascular diseases, diabetes mellitus, cancers and chronic lung diseases, sickle cell, epilepsy, mental health. These diseases are propagated by common risk factors such as unhealthy diets, physical inactivity, tobacco use, harmful use of alcohol and exposure to environmental toxins. It seeks to contribute to the reduction of the preventable burden of morbidity, mortality, and disability due to NCDs in Kenya by acting as a coordinating and strengthening body for comprehensive and synergistic national action on NCDs. NCDs account for 50% of hospital admissions, 55% of hospital deaths and 33% of total deaths.

NCDAK is a membership Alliance, and would like to ensure effective, timely and coordinated communication support to Member organisations for the implementation, follow-up and review of our strategic pillars and events/activities as part of institutional strengthening and knowledge management.

1.0. PURPOSE

The NCD Alliance Kenya is inviting proposals from reputable and qualified companies/individual with a track record in designing and developing interactive websites that reflect spirit of our Strategic Plan (2023 – 2027).

The templates will provide a new look-and-feel and unlock the potential functionalities of the current software while displaying the content in a more organized, interactive and user-friendly manner.

The website will host a sub-site members Hub which will provide a virtual platform where NCD Alliance Kenya members and stakeholders can access and share NCD Advocacy-related information and services. The Members Hub will provide curated content, analysis, and information on a variety of topics.

The service provider will ensure the migration of the sites to the current server with an assured service level, as well as web site maintenance and search engine optimization.

It is expected that the website once complete will:

- Provide interactive space for the member organizations and individual citizens in development.
- Will give information about the programs and activities, upcoming and past events, partners, key stakeholders, and other information.
- Enhance NCD Alliance Kenya's Advocacy work nationally, regionally, and internationally through the web page.
- Raise the public profile of the organization nationally and with its identified audiences.
- Support and further the effectiveness of the activities identified in the Annual Work Plans of NCD Alliance Kenya and the members organisations.
- Provide space for fundraising for the NCD Alliance Kenya

2.0. The Scope of Work
2.1.1. *Focus*
- An improved design and functionality of the NCDAK's site and the Hub's user account profiles.
- Provide a database driven website with an easy-to-use content management system (CMS) like joomal, drupal etc.
- A comprehensive website with a clear and relevant backdrop of the NCD Alliance Kenya logo and statement, menus, and sub menus of all the programs, necessary pictorial work, providing all the information about NCD Alliance Kenya as directed by the organizational contact person.
- Links to other social sites-face book, twitter, blogs
- An interactive item on the website such as latest and past events, opinion polls, discussion questions, managing different plans, schemes, and scheduling meetings.
- Menu for fundraising support and linking to members/friends.
- A backend for updating of website content.
- Design the Hub to manage participation in online discussions and other activities, comment on documents and other content, send direct messages to other users, and respond to automated feedback questions on content they're visiting.
- The consultants to review draft communication strategy and capture relevant content onto the website.
- Identify and advice an appropriate web hosting company for the site.

2.1.2. Discussion spaces in the members Hub:
- Expand and improve design and usability of discussion forum and connection.
- Provide an improved design and functionality of the NCDAK's site and the Hub's user account profiles.
- Optimize search function across the web pages including free text search of posts and keyword tags.
- Able to provide an interactive comment and rating system to enable users comment on specific content types, rate and respond to questions.
- Search engine optimization (SEO): Enhance SEO to increase visits.

2.1.3. Document/Content & Knowledge Repository
- Design and development of a repository for projects and policies feeding from an online submission form, as well as key internal and external sources.
- User-friendly submission process, as well as bulk upload functionality by administrators from Excel and inputs from other partner websites.
- An Email alert function to authors when published.
- Download function.

2.1.4. Maintenance, security, bug fixing, additional design and development.
- To provide technical support and ongoing security maintenance and bug fixing for the website until end 2023, including all required updates and deployment.
- Provide additional support based on monthly priorities.
- 20 hours/month support following the completion of functionalities specified above (2.1.1 - 2.1.3) and ending 31 November December 2023.

3.0. Deliverables of the Assignment
- The NCD Alliance Kenya website and members Hub presents a new visual look, and its functionalities are enhanced to provide a better experience to users.
- Develop a user manual and deliver a training to the support staff and system administrators to perform content upload, system maintenance and administration.
- Support and maintenance: Administrative and technical support, quality control for a period of 9 months.
- Source code handover: Full source code including all developed libraries shall be handed over to NCD Alliance Kenya relevant officer.

4.0. Responsibilities and Expectations
The Service provider will be expected to:
- Organize an online/offline inception meeting with NCD Alliance Kenya Secretariat to:
  o Present proposed approach and methodology for the revamp and development of new features of the main website and member Hub detailed above.
  o Collect feedback and inputs on enhancements and feature development and requirements.
  o Advise and clarify questions.
- Develop in coordination with the Secretariat web designs for the website and Hub features listed above, ensuring an attractive, user-friendly interface in line with the NCD Alliance Kenya branding and design guidelines.

- Ensure the backend development and configuration and test each feature with a group of NCD Alliance Kenya Network participants.
- Upon sign-off of the draft designs and wireframes, complete the design and development of the website and member Hub's new features and enhancements and coordinate deployment.
- Hand over all design files and coding to the Secretariat team.
- User experience and accessibility:
  - Responsive design on mobile devices: accessible in various devices
  - Compliant to the international accessibility standards
  - Compatible with all modern browsers
  - Optimal performance in low-bandwidth locations.

5.0. WORK SETTING

The work setting for the assignment will include different aspects:

5.1. Timing and duration of the assignment:

The duration of the contract will be two months and the expected starting date is 13th March 2023. The development of the site will be ready in 6 weeks' time starting from the date of signing the contract.

The user manual and the maintenance of the new webpages will be done from the third week of the contract.

5.2. Briefing/debriefing arrangements

A first meeting will be scheduled to brief NCD Alliance Kenya on the background information to develop each of the requested deliverables.

5.3. Supervision

The Consultant will report to the Executive Director but will work closely with the Programs team who will be their contact persons within the organization. The NCD Alliance Kenya Secretariat team will assess the services and outputs of the firm.

5.4. Support

NCD Alliance Kenya Secretariat will grant access to the current website code and content, all documents and pages, plugins, themes, and additional files.

6.0. Work plan

New look and feel	- Design a new look-and-feel and develop a graphic concept and the visual language of the new templates. - Ensure a consistent visual language with fixed styling with consistency in fonts, formatting, icons, images, layout techniques - The new look and feel should be adapted to homepage, sections, subsections and the following components of the site: article template, resource webpage template, publication/guidance webpage template, Our story webpage template, event webpage template. - The new templates should guarantee that most recent content on the site is captured automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies. - All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, our stories, and events). - The current sections and sub-sections of the site should be adapted using the new templates.

Functionalities of the new templates	• Add feed links. • Responsive design. • Social sharing features by handle and hashtag. • Multiple page styles and custom post types. • Language options feature in resources and guidance templates. • Search function by news, type of publication/guidance, type of resource, events, country story and issue. • Search resources by free text. • An Interactive map. • Signup for latest news, donate, and subscribe to membership. • Link the site with other platforms such as members and other NCD Alliance Kenya's microsites.
Knowledge transfer	Develop a user manual and deliver a training for the support staff and system administrators to perform content upload, system maintenance and administration.
Support and maintenance	Support and maintenance: Administrative and technical support for a period of 6 months.
Source code handover	Full source code including all developed libraries shall be handed over to NCD Alliance Kenya's officer.

7.0. Required skills and experience.

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites.
- Familiarity and relevant experience in using different Member/Content Management Systems (CMS), particularly WordPress.
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking.
- Demonstrate the ability to create innovative and visually appealing design.

8.0. Project Duration/ Timeline

All activities should be completed by the 21st of April 2023 from the date of inception except for the ongoing maintenance and design support which continues monthly until 31st November 2023.

9.0. PROPOSAL SUBMISSION

Interested and qualified consultants please submit a technical and financial proposal that includes the following:

a) A proposal describing the previous work done in this area with a methodology and work plan.
b) A portfolio of previous work with similar functionalities developed in Word Press.
c) Certificate of Incorporation
d) A copy of your PIN certificate.

e) A financial proposal to address the work indicating the amount in Kenya Shillings to undertake the task.

The application shall be prepared in English and sent by e-mail to careers@ncdak.org no later than 10th March 2023 at 5.00 pm, with **"Expression of Interest for Design and Website Development"** as subject.

Disclaimer: Intellectual property

All outputs and intellectual property created during this assignment, including but not limited to system code, system design, data, findings, results, solutions, recommendations and any other documents and designs developed throughout the project shall be owned by NCD Alliance Kenya.

Terms of Reference: Consultancy – Design and Website Development