

**Term of Reference (TOR) for
Website designing company**

Job title:	Consultancy – Developing a communication platform for Human Right Defenders (HRDs)
Category:	Human Right Defenders (HRDs) safety and security
Type of contract	Service-level agreement
Expected start date	5/11/2020
Duration of assignment:	Six months

Background

The Action is aiming to create and design a safe online communication platform in the Afghan context for the HRDs for information sharing, emergency and rapid response purposes and documentation of HRD related issues including capacity building resources. The Afghanistan Civil Society Forum organization (ACSFo) as the co applicant of EU funded Action for human rights defenders, and secretariat of Afghanistan Human Rights Defenders Committee (AHRDC) is planning to launch a website to ensure accessibility to all materials related to the work of the HRDC in country. This platform will facilitate HRDs access to online application form, and most recent information on HRDs in country. In addition, high-level policy statements, technical guidelines on HRDs, and operational tools and procedures would also be portrayed on this platform.

To further enhance the site and ensure the best experience to users, the website is going to be user friendly with vivid instruction for the features available. The primary users of the site will be HRDC members, Secretariat members of HRDC, Member organizations, civil society, donors and the general public.

Carrying out this activity a term of reference for web designing company has been prepared where all the required criteria in addition to the clear description on objectives of action are stipulated. Objectives alongside the requirement for the vendor is explicated below:

Objectives of the Action:

- create and design a safe online communication platform in the Afghan context for the HRDs for information sharing, emergency and rapid response purposes and documentation of HRD related issues including capacity building resources.
- Provide a platform for interaction and information sharing among all those interested in human rights activities.
- Promote high quality intellectual, ethical and professional standards in HRD services.
- Increase the public knowledge on HRDs activities and challenges faced.
- Promote the safety and security approaches and methods suitable to all HRDs working in Afghan context.

- Increase the profile of AHRDC at national and international level.
- Help to build understanding of and collaboration with international HRD organizations.
- Be a resource on HRDs in Afghanistan.

Deliverables:

- The company will participate in a planning session with the project team to understand the overall project objectives and expectations. Based on the planning session and this TOR, the company will develop a design concept for the communication platform
- Develop a user manual and deliver an orientation training for 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 6 months.
- Source code handover: Full source code including all developed libraries shall be handed over to ACSFo.
- The company will adjust concept based on feedback and comments from the ACSFo Media team.
- The vendor will develop the visual concept and language for the site adapting it to the different components based on feedback.
- Create responsive CSS and graphic design elements
- Development of web sections and content upload.
- Optimize the site for low bandwidth users.
- Implement a basic “blog” function with integrated twitter and Facebook posting
- Browser compatibility. The site must be compatible with the current versions of the following browsers (Firefox, Internet Explorer, Safari, and Chrome), as well as Internet Explorer version 6 onwards.
- Add a comprehensive search functionality to the web site
- Web site content updates: the contracted web development company will assist with content update when the changes that have to be made are not possible from the CMS user interface.
- The contracted web development company will maintain full backup of the web site through the duration of the contract. The backup, code and source files will be delivered in full to client on closing of the contract.
- The contracted web development company will have an automated testing system that checks for broken hyperlinks on the site.
- The contracted web development company will follow the terms of the standard Service level agreement provided in the proposal.
- The contracted web development company will verify regularly that the site is up and running, and will revert to the back up whenever necessary.
- The contracted web development company will give guidance on using the admin interface of the CMS.
- Monitor the server logs to see most popular pages and downloads and generate regular reports.
- The contracted company will provide an annual and detailed reports analyzing progress, trends and areas to be improved. The reports should also include comprehensive and cumulative figures for downloads; as well as a competitor analysis.
- Test site before going live.

Documents to be include in the proposal

If you have the required qualifications and are interested in this contract, please submit:

- A proposal describing the previous work done in this area;
- A portfolio of previous work of webs with similar functionalities developed in Word Press;
- CVs of the lead developer, junior developer, graphical integrator, graphic designer
- A financial proposal to address the work.

Selection Criteria:

- Proven experience of web design and support in the international development sector.
- Strong experience in developing in well-known and widely used open source platforms, such as Drupal, Joomla, WordPress, etc.
- Understanding of End Users needs to match with adequate technical solutions.
- Strong track record in web site design; security and administration; Google analytics; Search Engine Optimization.
- Proactive verification by the contractor as a client, is satisfied with the service provided.

Selection Process

The proposal should fullfill the following

- clearly establish an understanding of the services required and separate out activities according to this TOR;
- describe how the company engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments;
- provide a standard SLA; and
- include CV of the team of (programmers and designers) assigned to the work, the timetable, and the financial proposal. The budget should be broken down by activities.

The proposals received will be evaluated according to the following criteria:

- a. Profile and experience of the company 40%
- b. Professional capacity and experience of professionals assigned 40%
- c. Accessibility and proximity of the support team 10%
- d. Pricing 10%

Submission Guideline

Applications: Qualified candidates are requested to send their application along with copy of updated CV to the attention of the Afghanistan Civil Society Forum-organization (ACSFo) HR Department (clearly indicate the position title in the subject line) via email to jobs@acsf.af no later than Saturday 31st, October ,2020.

Applicants fail to complete above requirements will be disqualified.

Afghanistan Civil Society Forum-organization (ACSFo) is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, personal appearance, family responsibilities, political affiliation, or enrolment in a college, university, technical school, or adult education. For additional information about Afghanistan Civil Society Forum-organization, please visit www.acsf.af

Deadline for Applications:

31 October 2020 23:59 hrs. Local time