TERMS OF REFERENCE

WEB DEVELOPER CONSULTANT/FIRM

SHORT-TERM CONSULTANCY

CENTER FOR COMMUNICATION PROGRAMS PAKISTAN

**INTRODUCTION:**

Center for Communication Programs Pakistan (Center) is a non-governmental organization based in Islamabad and dedicated exclusively to the study and practice of development communication. Center is providing support to Deutsche Gesellschaft fur Internationale Zusammenarbeit (GIZ) GmbH in implementation of the Support to Local Governance (LoGo) Programme. The LoGo Programme is aimed at improving service delivery by local governments in Khyber Pakhtunkhwa and in the Punjab. Center, more specifically, is working with the LoGo Programme’s result area State-Citizen Dialogue for development and implementation of a Communication for Development (C4D) Campaign to support citizen’s voices, rights and responsibilities in Pakistan. Center has created a work package with the objective to increase knowledge and awareness about rights and responsibilities of an active citizenship through interventions based on cooperate design, visibility strategies, excellence in learning, Entertainment Education (EE), outreach and social mobilization, and civic education.

**PURPOSE:**

The objective is to develop 2 websites, one for the ‘Khyber Pakhtunkhwa Information Commission’ (KPIC) and the other for the ‘Right to Information Implementation Assessment Methodology’, under GIZ’s project, State-Citizen Dialogue.

The ‘Khyber Pakhtunkhwa (KP) Right to Information Act 2013’, was passed by the provincial legislature with the objective to ensure the access of citizens to information in government departments and thus create a transparent and corruption free environment. Implementing RTI requires state-citizen relations to undergo a drastic change. The Commission supports this change process through mediation and promoting a change in attitudes on both sides. To realize this objective, the Commission recently observed a lead role in developing a ground-breaking methodology- ‘Right to Information Implementation Assessment Methodology’. As an outcome, the methodology is piloted in Khyber Pakhtunkhwa and soon will be replicated in Punjab and other provinces.

The content for the 2 websites will be provided to the Web Developer Consultant/Firm. The design for the two websites will be based on their respective style guides, which have already been developed by Center. Any additional changes recommended by the Commission will be communicated through Center. All technical backstopping will also be provided by Center.

**PRODUCT:**

The websites are required to be user-friendly and creative, presenting platforms where information is easily accessible.

The products should include:

1. Modern architecture of one-page newsfeed for quick reviews as well as multiple pages to facilitate various sections of KPIC and the RTI Methodology.
2. A responsive website developed in WordPress optimized for PC, Mobile and Tablets.
3. An ‘Administrator Panel’ which allows the Administrator to add articles and images
4. Social media news feed of the organization must be embedded into the website
5. Website counter integrated in the Homepage

**GOAL AND COMMUNICATION OBJECTIVES:**

Specifically, within the scope of the current project, the key objectives are:

Improve KPIC’s website by redesigning it and develop a new website for the RTI Methodology, so that better access is provided to technical information for the benefit of the public.

1. Construct organized platforms to ensure long-term access and sustainability.

**AUDIENCE AND USE:**

The relevant government departments, NGOs, civil society members and the general public etc.

**DUTY STATION:**

The Web Developer Consultant/Firm may be based anywhere in Pakistan but would require working closely with the program team based in Islamabad. For this activity, the base station will be considered Islamabad.

**SUPPORT MATERIAL:**

Center will provide background documents to assist in the development of the websites. Center will also share technical details on the resources and the desired structure of the websites. In addition, Center will also provide references to sample online websites.

**MAJOR TASK:**

As per the above-mentioned goals and objectives, the interrelated parts of the assignment are as follows:

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| --- | --- |
| **Task** | **Estimated Duration** |
| 1. Inception and developing the concept, outlines, and structure of the two websites; | One week |
| 1. Deciding on websites’ details i.e. content management system and storage capacity, interactive features such as events calendar, social media integration, news/articles/blogs and media etc; | One week |
| 1. Programming for approval; | Two weeks |
| 1. Pre-testing the websites with the intended audiences; | Two days |
| 1. Proofreading and editing, i.e. branding, text and quality; and finalising the product for online usage. | Two days |

**DELIVERABLES:**

1. Detailed concept, outline and structure;
2. Websites’ details i.e., content management system and storage capacity, interactive features such as events calendar, social media integration, news/articles/blogs and media etc;
3. Completion of programming;
4. Pre-test the websites;
5. Ensure quality: Proofreading and editing, i.e. branding and text etc.; finalised websites ready for online usage.

**TIMEFRAME:**

The Web Developer Consultant/Firm will be contracted from September to October 31, 2019.

**MINIMUM QUALIFICATION:**

Following are the minimum eligibility qualifications required for the Web Developer Consultant/Firm;

* Proven experience in developing quality website design, website hosting and setup;
* Studio with digital and editing facilities;
* Previously worked on knowledge content development website(s);
* Mobility and willingness to accept assignments at a short notice;
* Previously worked with large development and aid organizations; and
* Resources to develop accurate, high-quality websites.

**Proposal Requirements:**

Based on the requirements above, kindly submit a hard copy of your best competitive technical proposals and financial quotations in two separate sealed envelopes. The financial quotes will remain valid for 6 months. Please give a detailed breakup of the quoted amount.

All sealed technical proposals and financial quotations should reach CCPP by August 30, 2019 at the following address:

Center for Communication Programs Pakistan

Admin Section

CCP House, 3F, Rubbani Market,

 Street 19, G-10/2, Islamabad