

## TERMS OF REFERENCE FOR GROW AFRICA WEBSITE

<b>Position title:</b>	Grow Africa Website Development and Maintenance Consultancy
<b>Position type:</b>	Short term Contract
<b>Office/Project:</b>	Grow Africa Communications Unit
<b>Key deliverables:</b>	<ul style="list-style-type: none"> <li>• A fully designed and supported website that responds to all the requirements set out below and in the detailed technical scope below.</li> <li>• Provide analytical stats on the website usage</li> <li>• Provide all source code, content, upon completion of the contract.</li> <li>• Create a user manual for Grow Africa staff.</li> </ul>
<b>Duration of contract:</b>	Twelve (12) Months
<b>Requirement for travel &amp; Location:</b>	Remote Work
<b>Conditions of payment:</b>	Monthly retainer fee
<b>Key requirements:</b>	<p>Grow Africa is looking for a full-service Web development agency with the required knowledge, staff educational qualifications, company experience, and most importantly, people skills. The Company should have solid knowledge of and experience in:</p> <ul style="list-style-type: none"> <li>• The firm should have at least 5 years experience in using Open Source Solutions, Drupal, PHP, Javascript, HTML5, CSS3 and JQuery;</li> <li>• Experience working with and addressing the needs of non-profit organizations;</li> <li>• Fluency in current trends in web design, functionality, interactivity; knowledge management and Information Technology and their relevance to development issues;</li> <li>• Proven track record in successful web design and development for programmes of a similar nature.</li> <li>• The team must comprise of Experts with qualifications in all sectors of Information Communication Technology (ICT), Web Development and other related Social Sciences. The key staff must comprise of: <ul style="list-style-type: none"> <li>○ <b>Developer:</b> shall be responsible for all development work, its modules to be used in this project and any necessary programming task to be developed. He/she must have minimum qualifications B.Sc. in Computer Science or related field and 5 years demonstrated professional experience in developing web-based applications and advanced proficiency in programming in Drupal, PHP, JavaScript, databases (MySQL/PostgreSQL/MSSQL), CSS and HTML5 as well as experience in handling geo-spatial data.</li> <li>○ <b>Web Designer:</b> shall be responsible for designing the user interface (UI) of the system according to the user requirement specifications, best practice UI-design and international standards. A minimum qualifications of certificate in graphic design or related field and 3 years demonstrated professional experience in user interface design for websites.</li> </ul> </li> </ul>
<b>Direct Supervisor:</b>	Grow Africa Head of Communications

## OVERVIEW

The Grow Africa Secretariat is looking for a Web development agency to continue the development of Grow Africa's

Online Community Portal ([www.growafrica.com](http://www.growafrica.com)). Our goals are to:

- Increase general traffic and average time-per-visit spent on the site through the provision of relevant, easy-to-find content
- Create user communities using the portal
- Provide measurable value to Grow Africa partners through digital services that meet stated needs under Grow Africa's mandate to link potential partners in agricultural value chains in Africa
- Fulfil the reporting requirements that are a mandate of our donor funding

## **STAKEHOLDERS**

Grow Africa's stakeholders who actively engage on the community portal are:

- Private sector: International and Domestic within the 12 countries in which Grow Africa operates. Includes all companies that have signed Letters of Intent (LOI) but also companies within priority agricultural value chains that have not signed LOIs (see section on About Grow Africa for definition of an LOI)
- Public sector: Ministries of agriculture and Investment Promotion Agencies
- Grow Africa Knowledge Partners
- Grow Africa Working Group members: Grow Africa currently has two formal working groups, each with around 20 members representing public and private sector and farming organisations. These are the Finance Working Group and the Smallholder Working Group
- NGOs and think tanks engaged in African agriculture
- International organisations (IFAD, FAO, World Bank etc.)
- Grow Africa donors
- Private and public-sector organisations outside of Grow Africa countries
- The general public

## **SCOPE OF THE WORK**

### **Design of main website pages**

- Homepage design
- Interactive map design
- Country page design
- Organizations' page design
- About us page design
- Resources page design
- Mockups, logos, desired interactive maps, color combination and qualities, etc. can be presented by GrowAfrica to express the requirement envisaged for the new design.

### **Development**

- Re-vamp the look and feel of the Grow Africa website to a classic website to communicate about Grow Africa (design and navigational changes)
- Improve the community portal to encourage direct contact and collaboration between Grow Africa partners and members of the network. Two layers were envisaged within the community portal:
  - Open (signed-in users can join. Users must be able to demonstrate organization affiliation to register on the site)
  - Closed (private collaboration space for working groups to share and collaborate on materials, some of which could then be easily 'pushed' to the open space)
- Improve the website to make it more user friendly
- Optimize the site for low bandwidth users
- Browser compatibility with current version of IE, Chrome, Firefox, Safari, etc.
- Translation of Grow Africa website into French

#### **Maintenance/upgrades/aftercare.**

- Fix Bugs or errors in the existing functionality of the website.
- Upgrade software to the latest version of the current release (core and all the related modules). This will be done periodically with proper downtime planned for the site, unless it is a critical update that needs an immediate action.
- Full strategy and plan for backup procedures.
- 5 hours per month for General Website Maintenance / Security Checks / Server Checks / Backups.

#### **SEO Maintenance/upgrades/aftercare.**

- Image Optimisation
- Internal Linking
- Meta Data Updates
- Redirects & 404's fixes
- Technical Fixes
- SEO Health Checklist Report
- Advanced Reporting & Analysis
- SEO using guide: Where and how to insert the Titles, keywords and descriptions.

#### **Technical infrastructure**

- The portal is hosted on an Acquia server and developed in Drupal. Grow Africa will maintain its contract with Acquia and is not seeking hosting services.
- Developer and Site Administrator documentation will be provided by previous supplier

**Upon completion of the website development, the company will create a user manual and train Grow**

**Africa designated staff to complete regular content updating on the website.**

**Full source code used to develop the website to be provided together with the documentation**

**Full plan of training and schedule for IT support team shall be explicitly explained and conducted.**

## **SUBMISSION REQUIREMENT OF TECHNICAL**

The following documents must accompany the application:

### **Technical proposal containing:**

- Company Profile
- Detailed Curriculum Vitae of consultants (Key Experts);
- Details of similar assignments previously undertaken within the past 2 years.

Submission of the EOI shall be in hard copy or electronically. Respondents must provide a cover letter motivating their capability to undertake this assignment.

The NEPAD Agency reserves the right to verify any information provided by prospective firms. False information will lead to disqualification.

The NEPAD Agency reserves the right to reject any or all EOIs without stating any reason. Request for Proposal (RFP) documents will be made available only to the short-listed firm.

Any documents submitted with this EOI will not be returned and all expenses related to participation in this Expression of Interest shall be borne by the applicants.

The NEPAD Agency reserves the right to request submission of additional information from applicants in order to clarify aspects of Expression of Interest, if required.

Requests for clarification of this call for EOI must be made in writing or through e-mail and should be received not later than 5 working days before the closing date. The contact point for all clarifications is:

Procurement Unit  
230, 15<sup>th</sup> Road, Randjespark  
Midrand, Johannesburg  
Gauteng, South Africa  
Phone: +27 11 256 3648/3634  
E-Mail: [procurement@nepad.org](mailto:procurement@nepad.org)

Electronic Submission: the email message must be clearly marked "**EXPRESSION OF INTEREST – Grow Africa Website Development and Maintenance Consultancy**" in the Subject Line. E-mail: [procurement@nepad.org](mailto:procurement@nepad.org)

**Deadline for submission of applications: [25<sup>th</sup> October 2017 at 14.30hrs]**