

# Terms of Reference

## Design and Establishment of New HakiElimu Website, Hosting and Maintenance

### 1. Background

HakiElimu is a non-profit organisation, with a vision for open, just and democratic Tanzania, where all people enjoy the right to education that promotes equity, creativity and critical thinking. Our mission is to enable people to transform education, in and out of schools; influence policy making and effective implementation; stimulate imaginative public dialogue and social change; conduct research, policy analysis and advocacy; and collaborate with partners to advance participation, accountability, transparency and social justice.

HakiElimu is seeking a company to develop a new website on a secure open source platform, with maintenance and search engine optimisation. The website will be easy to maintain, with the ability to regularly update and publish various forms of information in various formats to keep partners and stakeholders informed.

### 2. Objectives

This assignment has three key parts – assessment of existing website, proposal of changes considered relevant and actual design of a new website. The successful company will be required to bid for and be able to deliver all three parts of the assignment.

At the end of the assignment, HakiElimu should have a user-friendly, aesthetically pleasing website, in line with brand guidelines. The website should be available in both English and Kiswahili, will be accessible from both desktop and mobile platforms, and integrate live social media feeds to promote visitor engagement.

The website should also enable user-tracking information to help HakiElimu understand which pages are most viewed, what pages people enter the website on, where they go next and how long they stay on the website.

The website should provide the following information:

1. **About us:**
  - Our Roots (when was HakiElimu formed, who formed it and its purpose)
  - Our Focus (Vision, mission, Strategies and strategic priorities)
  - Who we are (Team/Staff, Management, Board)
  - Where we work (Map)
  - Contact us (address of our offices and map location and other means to reach us)
2. **Our Partners** (Donors and memberships/associations)
3. **Our Progress** (annual reports, case studies and storytelling, projects – GRTI and Mwanzo Mzuri)

4. Publications (research reports, briefs, popular publications, available for download)
5. Video (media spots, documentaries, short films – ideally via YouTube, but keeps audience on our website)
6. Public Announcements (jobs, tenders)
7. News (Print education news, HakiElimu in the news, updates on HakiElimu social media pages, press releases)
8. Get involved (Join the Friends of Education network, donate)

### **3. Scope of service**

1. Review relevant documents such as HakiElimu's 2017-2021 strategic plan and consult with HakiElimu to understand the organisation's vision, mission and objectives as well as key stakeholders.
2. Assess International organisations such as UN Agencies & CSO's websites for reference, applying the advantages of layout design, navigation, usability etc. to the redesign & implementation.
3. Identify and propose to HakiElimu management for approval any design or other changes considered necessary for improving HakiElimu's website to ensure accessibility, user-friendliness, ease of maintenance and relevance of features for effective branding, communication with HakiElimu's key stakeholders and functionality.
4. Identify and propose user friendly content management system for easier content update.
5. Make a proposal for design of the website based on HakiElimu requirements for review and approval.
6. Design the website structure, taking into account the requirements from HakiElimu office: clear catalogues & folders for data & page storage, attractive site & page layout, easy to use, update and maintain, flexible navigation & search function, ability to download and share publications and content, counting function for web pages visited, fund raising tool, a blog page, two languages (English and Swahili) etc.
7. Gather informative content for the Web presence (text, documents, pictures, press releases, etc.) from HakiElimu office.
8. Propose information needed for Web presence example type and size of visual materials for attracting users
9. Make recommendations for backup/restore plan
10. Training to HakiElimu staff on website maintenance and content update.
11. Design and establish anti-hacker and antivirus plan for the website.
12. Website hosting service for 2019, 2020 and 2021
13. Warranty and maintenance service) for 2019, 2020 and 2021
14. Make recommendations for software, hardware, and other back-end applications related to Web development.

### **4. Technical components**

- Interactive, appealing, highly user-friendly and responsive web design
- Average site load-time should be reasonable
- User- friendly search engine
- Able to render appropriately on a wide variety of different browsers, optimised for tablet and smartphones, and remote places (low connection)

- Content Management: The solution should allow authorised HakiElimu’s staff or appointed personnel to edit and update the website including the ability to create, remove, edit and publish content.
- Social Network Integration
- Site Statistics/Management Reports: The solution should provide authorised users with a number of relevant reports, for example user registration, site usage, key interests/topics discussed within the collaborative spaces and other relevant statistical data.

## 5. Expected results

- Website review report
- Website design proposal
- A new website

## 6. Qualifications/selecting criteria

### The selected supplier must be:

- Able to demonstrate previous experience in web design and hosting, security and administration, Google analytics, search engine optimisation with evidence such as samples, links and references.
- A reputable and registered company with prior experience in the field
- Able to provide user training and all documents in English and Swahili
- Able to demonstrate strong experience of common and widely used open source platforms, such as Drupal, Joomla, WordPress, etc.
- Able to understand end users’ needs and match with adequate technical solutions.

## 7. Application Guidelines

The proposal should include:

- An outline of how you plan to carry out this assignment.
- Bio’s and CVs of key team members who will be involved
- A quotation for website design and setup, website hosting for 2019, 2020, and 2021, related software license, and annual maintenance.
- Brief implementation plan including number of days you expect to use to carry out the assignment.

All applications should be submitted and delivered to the address below by **Wednesday 15<sup>th</sup> February 2019 at 2.00 pm.**

Addressed to:

**Executive Director**

**HakiElimu**

**Plot # 739 Mathuradas Road, Upanga**

**P. O. Box 79401**

**Dar es Salaam**

**Or by Email**

**[frederick.rwehumbiza@hakielimu.or.tz](mailto:frederick.rwehumbiza@hakielimu.or.tz); [tech@hakielimu.or.tz](mailto:tech@hakielimu.or.tz)**