

## TERMS OF REFERENCE

### Improvement of the website for UNESCO International Institute for Capacity Building in Africa (IICBA)

#### BACKGROUND

##### ***About UNESCO – IICBA***

The International Institute for Capacity Building in Africa (IICBA), one of six UNESCO's institutes and centers, was officially established by the UNESCO General Conference in October, 1999. The institute is headquartered in Addis Ababa, Ethiopia. As the only UNESCO Institute in Africa, it is mandated to strengthen the capacities of teacher education institutions of its 54 Member States. IICBA expresses UNESCO's commitment in capacity building in Africa. The Institution believes that effective capacity building targets at both institutions and individuals, while building institutional capacities takes priority. Here "institutions" include not only educational establishments such as teachers' colleges and universities, but also the important principles, values, knowledge and processes which form the foundation of education. At the same time, capacity building must be done at a number of levels: national, provincial, district and local. It is when such knowledge and skills become common currency at local level, particularly at school level that capacity building makes a difference.

##### ***Why revamp the UNESCO IICBA website?***

To develop a more dynamic and engaging website to reach a wider targeted audience. The aim of this TOR is to address the growing demands of reaching a wider audience with a more interactive and engaging interface and to further promote interaction and collaboration among key users of the site.

UNESCO IICBA is inviting proposals from reputable and qualified companies with a track record of success in designing and developing websites displaying content in a more organized, attractive and user-friendly manner. The principal purpose of the consultancy is to design and construct a comprehensive and responsive website that offers a visible web presence for IICBA and its related projects and also as a tool of awareness about IICBA.

#### OBJECTIVES OF THE CONSULTANCY

The objectives of this consultancy are to:

- **Design a clear specification document of the IICBA Website**
- Develop a user-friendly (both on the front and back end) design, layout, structure, all including strong visual language and a responsive design for the IICBA Website that is interactive;
- Link the newly developed IICBA website with its virtual e-learning system for teacher education, the KIX digital repository and other relevant websites;

- Integrate effective search and aggregate functions that interact with social media platforms, a KIX Africa 19 Hub discussion board, and linkages to an easily managed e-mail newsletter;
- Ensure interaction on the site by creating channels to hear from visitors through feedback and knowledge sharing channels;
- Provide guidance to IICBA on web hosting needs, security setups and administration privileges and controls;
- Develop a clear and accessible user guide and troubleshooting manual for the website; and
- Train a minimum of three IICBA staff on how to manage the new website and the user guide/training guide

## EXPECTED TASKS OF THE CONSULTANCY

The web designer's work and deliverables will include:

- Liaise with relevant IICBA programme officers and partners to understand users' needs and identify corresponding user interface requirements, workflows, and functionalities for improving the UNESCO-IICBA website, and design the specification document of the IICBA Website
- Design and optimize the UNESCO-IICBA website for low bandwidth users and mobile-phone users, create wireframes, storyboards and prototypes to propose options for implementation and user friendliness of the site;
- Design a module for interaction and information sharing among all those interested in IICBA activities through its website, using functions like “blog”, News, Forums and newsletter, that should be linked with Twitter and Facebook posting;
- Create a sub-domain for the management of Teacher Training Institutions (TTI) to find relevant and up to date information on registered TTI, and equipped with a multi-criteria search engine, to make easy to find and contact any registered TTI in Africa.
- Design a module for the management of IICBA Books and publications, equipped with a multi-criteria search engine, to make easy to find and download any IICBA publication and book.
- Design a module for the management of IICBA events, where one can find past, current and future events, as well as register for events when applicable. This module should also be equipped with a multi-criteria search engine to enhance accessibility for identifying and downloading IICBA resources.
- Design a module for the management of IICBA project for easy information sharing about the project, where one can find, past, current and future project, linking publication, blogs, news, events with projects and equipped with a multi-criteria search engine.
- Link the new website with existing IICBA platforms, including: its virtual e-learning system for teacher education, the KIX digital repository and other relevant websites;
- Develop corresponding user interface components (web templates, style sheets, scripts, images, etc.) as needed to improve interactivity of the IICBA website and the demands of its project;
- Develop interactive functions on the website such as a subscription sign-up for visitors interested in receiving updates about IICBA and its projects; a comment box for visitors to leave feedback on publications and articles; and a request-a-resource box for visitors to request research, courses, articles, etc. from IICBA;
- Test the new website and make corresponding adjustments based on feedback received;
- When the website passes inspection, liaise with translators to replicate the website in French, and replicate some key webpages in Amharic and Swahili;
- Gradually develop guidelines for consistent web design and improvement of the IICBA website, in collaboration with relevant team members, taking into account existing guidelines and best practices and other emerging needs;
- Maintain an inventory of deliverables, and always deliver all source elements to allow the IICBA IT staff to maintain them after the completion of the contract;

- Ensure search engine optimization for keyword research & analysis, site analysis, competitive analysis, site content optimization, HTML code optimization, search engine submission (free search engines), link exchange, web ranking report; and
- Carry out other relevant web-related tasks as requested.

## **DELIVERABLES**

1. The specification document of IICBA website is designed.
2. The new UNESCO IICBA website is designed (in English and French) with a strong, clear, user-friendly visual look and enhanced functionalities to provide a better experience to users, and to attract new users.
3. Some key webpages are translated into Amharic and Swahili
4. A user manual is developed and a webinar is organized for the UNESCO IICBA support staff and system administrators to perform content upload, system maintenance and administration.
5. Administrative and technical support and quality control is provided for a period of 6 months.
6. A report on current and past website experience/usage is submitted. It should include info such as page load time, pageviews, average time on page, bounce rate, number of downloads, search engine optimization stats etc. to serve as reference for gauging impact of new website design

## **QUALIFICATIONS EDUCATION AND WORK EXPERIENCE**

- The consulting team should have at least an advanced university degree in software engineering/ web development and other relevant fields; Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- The consultant should have proven experience of web design and support; proficiency in web application development, graphic design and database design and especially in the international development sector;
- Candidates should demonstrate their qualifications and proven experience in the graphic design and technical implementation of user interfaces in a web-based environment;
- Be familiar and have relevant experience in using different Content Management Systems (CMS), particularly Drupal;
- Have excellent knowledge of recent trends in graphic and website design including online video publishing, and social media networking;
- Demonstrate the ability to create and innovative and visually appealing design;
- Candidates should provide a portfolio containing examples of their achievements.

## **TECHNICAL SKILLS AND EXPERTISE**

- Solid understanding of the concepts of user experience, user interface design principles and conceptual design.
- Expert knowledge in HTML, XHTML, Drupal, CSS, XML, Java and JavaScript.
- Knowledge of Bootstrap, jQuery and AngularJS.
- Knowledge of industry-standard design tools such as Adobe Photoshop, Illustrator and Dreamweaver.
- Knowledge of the UNESCO and other UN IT System, particularly with respect to page template design, will be considered an asset.
- Eye for design and attention to details are essential.

## **CORE COMPETENCIES**

- Professionalism - Strong knowledge of the field of expertise with good analytical skills, ability to understand complex problems and to deliver appropriate solutions.

- Quality assurance – Solid understanding of the needs of the organization, users, and project, and a commitment to continuously strive for a quality website that meets the needs.
- Communication – Good spoken and written communication skills, including the ability to liaise with technical staff and present information in a clear and concise style.
- Teamwork – Good interpersonal skills and ability to establish and maintain effective working relations in a multicultural, multi-ethnic environment with sensitivity and respect for diversity.
- Planning and Organizing – Ability to plan projects and activities, work to tight deadlines, and manage conflicting priorities.
- User Orientation – Ability to understand users' needs and to customize services and products accordingly, in order to provide user-friendly and ergonomic solutions that meet user requirements.
- Technological Awareness – Expert knowledge in the field of web design and user experience.
- Commitment to Continuous Learning – Willingness to keep abreast of new developments in the field of expertise.

## LANGUAGES

- Fluency in English is essential.
- Working knowledge of French or other UN languages is an asset. Modalities for Contract and Payments

## WORK SETTING AND TIME FRAME

Activity	Time Frame
Inception meeting and debriefing arrangements	10 Days
Specification document	2 Weeks
Database design	2 Weeks
Website Design and framing	3 Weeks
Testing and validation	10 days
Training and other sustainability measures	2 weeks

The work setting for the assignment will be:

### Timing and duration of the assignment

The duration of the contract will be six months and the expected starting date of 08 November, 2021.

The website will be ready in two-months starting from the date of signing the contract.

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

### Briefing/debriefing arrangements

A first meeting/conference call will be scheduled to brief the consultancy firm on the background information to develop each of the requested deliverables.

**Reporting relationships and identification of responsibility for assessment of the services/outputs** The company will work in close consultation with a team assigned for this task by UNESCO IICBA.

### Support provided

UNESCO IICBA will provide all the content needed for the website.

## WORK PLAN

### Deliverables

The website should be developed using Drupal.

#### 1. New look and feel

Following the UNESCO's Visual identity guidelines, a new look-and-feel for the UNESCO IICBA website is designed.

Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.

#### 2. Knowledge transfer

A user manual is developed and a webinar is organized for the UNESCO IICBA support staff and system administrators to perform content upload, system maintenance and administration.

#### 3. Support and maintenance

Administrative and technical support, and quality control are provided for a period of 6 months;

#### 4. Source code handover

Full source code including all developed libraries shall be handed over to UNESCO IICBA.

### Tasks

- The selected company will participate in a debriefing session with the UNESCO IICBA team and other programme staff to understand the overall project and expectations.
- Base on the debriefing session and this TOR, the company will develop a design concept for the site.
- The company will adjust concept based on feedback and comments from the UNDG team.

## DOCUMENTS TO BE INCLUDED 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 websites with similar functionalities; □

A financial proposal to address the work.

The lump-sum fee which you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

## EVALUATION AND SELECTION PROCESS

Submissions will be evaluated in consideration of the following evaluation criteria:

- The firm portfolio presented will be evaluated to assess the quality of the company's work; □

Timeline to deliver the objectives of the assignment;

## HOW TO APPLY

Interested applicants should send their technical and financial proposals, with their portfolio by email to: [info.iicba@unesco.org](mailto:info.iicba@unesco.org); copying [ik.uwingabiye@unesco.org](mailto:ik.uwingabiye@unesco.org) and [s.endrias@unesco.org](mailto:s.endrias@unesco.org)  
Application files will have to reach IICBA by 08 September, 2022 midnight (Addis Ababa time). Please label the subject line "**Website Development**".

Please note that only selected candidates will be contacted.