

TERMS OF REFERENCE

Role: Website Developer

Reports to: Programme Director

1. TechnoServe Background

TechnoServe works with enterprising people in the developing world to build competitive farms, businesses and industries. We are a non-profit organisation that develops business solutions to poverty by linking people to information, capital and markets. Our work is rooted in the idea that given the opportunity, hardworking men and women in even the poorest places can generate income, jobs and wealth for their families and communities. With 50 years of proven results, we believe in the power of private enterprise to transform lives.

2. Programme Description

In collaboration with the UK Department for International Development (DFID) and the British Council, TechnoServe seeks to develop a more competitive agriculture sector in Nigeria by increasing the uptake of technology within the sector through the Promoting Learning in Agribusiness using New Technologies (PLANT) programme. The programme will establish an Agtech Interface Network (AIN) to sustainably build awareness and convene ecosystem stakeholders around agtech. It will also provide training and advisory services to agribusinesses to increase their ability to adopt appropriate technologies, and support tech incubators to train agtech entrepreneurs to improve their products and scalability. Through these activities, the programme will reduce barriers to both the supply of appropriate technology solutions and the demand for them, while creating a sustainable interface to effectively drive technology uptake among stakeholders along agricultural value chains.

3. Website Overview and Development Objectives

TechnoServe is seeking a Website Developer to design the PLANT programme website. The website will host participant recruitment and applications, provide information on the programme and AIN activities. The overall design should serve as a marketing tool for the programme and will contain information needed to recruit participants and programme partners, attract potential investors, share learnings and update the greater agriculture and technology community on events and publications supported by AIN. The Consultant will ensure the website development adheres to the nine Principles for Digital Development and Web Content Accessibility Guidelines. These principles include: 1. Design with User 2. Understand ecosystem 3. Design for scale 4. Build for sustainability 5. Be data driven 6. Use open standards 7. Reuse and improve 8. Address privacy and security 9. Be collaborative

Specific Objective

- To provide news and updates on the programme and AIN activities
- To provide a platform for the programme participant recruitment
- To host social networking links to facilitate connections between AIN members and advertise events
- To maintain the presence of AIN as an important stakeholder in the Nigerian technology ecosystem

- To communicate success stories, lessons learned and case studies
- To provide a platform for job postings and call for tenders on the programme

4. Scope of the Assignment

The Consultant will be expected to develop the website including a landing page, a page with general information on the programme and AIN activities and a page on recruitment information and steps to apply. The site must conform with TechnoServe's global visual identity (see technoserve.org) including custom fonts and integrate TechnoServe's communications guides. These guides will be provided to the Consultant. Final review prior to publication will be made by both the TechnoServe Programme Director and the TechnoServe Global Communications Manager.

The Consultant will be guided through a discussion with the programme team on the needs in order to build a functional website. However, some of the expectations on features, capabilities, and general web layout for the website will include and are not limited to:

- An attractive graphic layout that embodies TechnoServe's corporate character and meets its branding specification
- Interactive, user-friendly, mobile friendly and responsive design
- A design that is accessible across most popular browsers and is tested with validation tools
- A design that allows regular improvements on look and features
- The Content Management System (CMS) should be dynamic and allow information to be easily updated by programme staff without specialized web development skills
- Integrate an effective search function
- Social bookmarking to allow users to organise their favourite content and share it on their social media accounts through social media shortcuts
- Search Engine Optimisation and ability to work well with search engines
- Incorporate Google analytics

Suggested page will include but not limited to:

- A visually captivating and easily navigable home page
- A page on AIN activities
- A publications hub for case studies and lessons learned report
- A media centre with press releases, new clips, and other downloadable resources
- A page inviting stakeholders to apply for the programme and sign-up to the newsletter

5. Qualifications

The Consultant should have:

- A solid understanding of brand development and brand positioning
- Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products
- A solid understanding of user experience, user-interface design principles, and conceptual design
- Expert knowledge of HTML, Java script and CSS
- Expertise in Adobe Photoshop, illustrator, in-design and Dreamweaver
- Excellent attention to detail
- Experience with CMS – open-source, proprietary and custom solutions
- Experience developing interactive websites that allow for user-engagement

- Experience with constituent relationship management (CRM) systems who can share relevant examples of establishing CRMs for multi-national non-profit organisations
- Experience developing websites for large non-profit organisations

6. Duration

Completion of the website is expected to take no more than 30 days from the date of contract signing. The Consultant is expected to produce all deliverables inclusive of several rounds of feedback (to the extent that is needed) to refine the website and ensure that the website is ready by **January 31st, 2020**.

7. Criteria for Selection

The evaluation of each response to this TOR will be based on the requirements set out in the solicitation and any addenda thereto. At the sole discretion of TechnoServe, the top proposals may be selected for follow-up questions or to provide an oral presentation. The following weighting and points will be assigned to the proposal for evaluation purposes:

Technical Proposal – 50%		
Solution Design/Methodology	25 points (maximum)	50 points
Project Schedule	25 points (maximum)	
Management Proposal – 30%		
Consultant Qualification/Experience	15 points (maximum)	30 points
Similar Past Work Done	15 points (maximum)	
Cost Proposal – 20%		
Total Cost of Proposed Solution	20 points (max)	20 points

8. Terms and Conditions

- The Request for Proposal is not and shall not be considered an offer by TechnoServe
- All responses must be received on or before the date and time indicated. All late responses will be rejected
- All unresponsive responses will be rejected
- All proposals will be considered binding offers. Price proposed must be valid for entire period provided by the Consultant
- All awards will be subject to TechnoServe contractual terms and conditions contingent on the availability of donor funding
- TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organisations submitting proposals for such rejection or cancellation of the requests for proposals
- TechnoServe reserves the right to accept all or part of the proposal when award is provided
- All information provided by TechnoServe in the TOR is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement
- The bidders are solely obligated to pay any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

9. Application details

Qualified and interested candidates should submit their proposal inclusive of:

- Expression of interest
- A detailed resume and portfolio containing the Consultant or firm qualifications and experiences with samples of previous work (e.g. web links to previous work)
- Proposed timeline of delivery
- Financial proposal in Naira, based on deliverables outline in the TOR
- Email addresses and phone numbers of two accessible referees familiar with the Consultant's work

SCHEDULE OF EVENTS

- Responses to the TOR should be submitted to procurementng@tns.org (Use the subject line 'Application for provision of Consultancy Services for the PLANT programme website')
- Responses will be reviewed by the programme team, scored according to the criteria listed in the above scoring matrix. Top vendors will be engaged to present their proposed solutions and may also be required to present a demo before final selection is made
- **Deadline for the application, Friday, December 27th, 2019**