

TERMS OF REFERENCE (ToR)

Website Development Consultancy For CCM South Sudan

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for CCM South Sudan



To ensure website is reflective of CCM members' expectations and the needs of general public, the CCM Secretariat met and discussed the branding and website build, the main findings of which must inform this process. This consultancy will be undertaken under the supervision of the CCM Oversight and Communications Officer.

The objective of this consultancy is to develop a website that communicates the brand and meets the CCM Communication Strategy, information sharing and advocacy needs, allowing the Secretariat to share news and updates, reports and key documents, and helping the PRs, SRs and SSRs to maximize the impact of the Global Fund investment in South Sudan. The consultant will be expected to design, develop, host and maintain the website based on terms that will be discussed at the signing of the contract.

1. Rationale for CCM Website

The Internet is increasingly becoming the quickest reference in regards to information, news, skills and knowledge on all aspects of life. The CCM website will be the first point of reference on the Global Fund activities in South Sudan. It will showcase activities CCM oversight, implementers and constituencies' engagements in the fight against HIV/AIDS, TB and Malaria. It will showcase activities of CCM, promote visibility for the CCM operations and allow new constituencies to join the CCM, allow for feedback, access to information such as reports, press releases, events updates and access to the CCM's newsletter.

As part of its evolution, CCM must embrace the technology by establishing presence on the internet, especially on social media platforms to share grant information and updates with the beneficiaries and stakeholders, including implementing partners, government officials, civil society representatives and donors. Through the website, the CCM should be able to quickly propagate health messages and provide latest information on the HIV/AIDS, TB and Malaria to the general public.

2. Objectives of the CCM Website

1. Design and build the website as per the requirements in this ToR. The website developer will be supervised by the Oversight and Communications Officer at the CCM Secretariat, who will provide the content and photographs and guidance on the desired design and structure. Changes have to be accommodated as the website concept and design evolves.
2. Advise the Oversight and Communications Officer on a sustainable long-term management and hosting strategy.
3. To inform on the progress on achieving the national strategies to fight HIV/AIDS, TB and Malaria in South Sudan.
4. To make CCM/GF key documents accessible to the public.
5. To provide news and updates on the work of the CCM/GFATM in South Sudan.
6. Sustainable management system that allows CCM to update information easily (through predefined sections and outlines with titles and contents editable by admin. The editable content allows different formats, such as flash, text and image.)

7. To provide a platform for job postings for Global Fund PRs, SRs, SSRs, CCM constituencies, partners, and other stakeholders

3. Scope of the Assignment

Under the guidance of the CCM Oversight and Communications Officer, the Consultant will be expected to develop the website in two phases.

In the first phase, the consultant will be expected to deliver a basic website that will provide information about the CCM, updates on GFATM activities, information on partners and key stakeholders.

In the second phase, the consultant will be expected to build a modern interactive interface to allow for consultations, trainings and afford Secretariat members a chance to update the website, exchange information, ideas and actions in the fight against HIV/AIDS, TB and Malaria. Through the first and the second phase, the consultant will be expected to:

- Present a proposed plan for implementation of website development;
- Maintain an inventory of deliverables;
- Develop a user-guide for the website complete with the most common troubleshooting guidelines;
- Guide the CCM through the web hosting needs and security setups/controls;
- Train a minimum of three Secretariat staff on how to manage the new website;
- Make adjustments to the website prototype and brand deliverables based on feedback.

4. Content of the Website

The front page should contain selected pictures, news, reference to CCM social media, space for uploading key documents such as the Annual report and it should feature the CCM Chair. Similar to the structure of the current Global Fund website, we envisage 7 tabs but with drop-down menus providing more detailed information on: CCM-SS, What we do, Grants (GF/others), Constituencies' Activities, Oversight Activities, Resources and Contacts.

i. First phase: Website construction

The selected service provider will be expected to guide the CCM through a discussion of its needs in order to build the site's architecture. However, some of the expectations on features, capabilities and general web layout for the first phase will include and are not limited to:

- An attractive graphic layout that embodies the CCM character and meets its branding specifications;
- Interactive, user-friendly, mobile friendly and responsive design;
- A design that is accessible across most popular browsers and is testable with validation tools;
- A design that allows regular improvements on look and features;
- The website should be dynamic and allow information to be easily updated by Secretariat staff without specialized web development skills;
- Ability to incorporate all the CCM's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- Integrate an effective search function and Search Engine Optimization with ability to work well with other search engines;
- Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;

- A Google Translate option from English to at least French and Arabic;
- Incorporate Google analytics
- A personalized e-newsletter function with email and text blasting options;
- Ability to host subscription options;
- A function that allows members or donors to donate funds to finance the programmes or CCM.

ii. Tentative second phase features

This second phase, which will come after the launch of the website, will be an interactive, live and conversational portal that will contain but is not limited to some of the features mentioned in the *Deliverables*. The selected consultant will also be expected to advise and guide the CCM on the needs and the interactive capabilities of the website.

5. Deliverables

Suggested pages for this First phase will include, but are not limited to:

- A visually captivating and easily navigable home page;
- About us page with history of the CCM, what we do, mission and vision statement, information on Committee members, donors, constituencies, partners and stakeholders involved in the fight against HIV/AIDS, TB and Malaria
- The website is responsive, fully developed, functioning and running online without any flaws
- The website is designed and programmed in a way that enables the OSO (and trained Secretariat members) to manage its content. This includes handover of admin right to OSO (multiple admins) enabling OSO to change all content autonomously.
- A media center with press releases, news and video clips, and other downloadable resources
- A page inviting beneficiaries, stakeholders and donors to participate by donating, submitting membership applications, or sign-up to the newsletter.
- CCM Webmail and emails for members, etc.;
- Ability to conduct surveys/polls, survey responses, suggestions, discussion forums or chat rooms;
- A calendar where members and visitors can track the CCM events;
- Live flowcharts and an interactive Google map showing the reach of the CCM;
- Tools for web-based training, mentoring and consultation services.
- Configuration documentation and guidelines which clearly state how to manage the website, details on the hosting arrangement, environment and its configuration are provided

6. Technical Skills and Expertise

An experienced web designer/ developer, who can work in a tight time frame. The developer has a track record of developing websites on time and as planned, that respond to contemporary global design trends, are user friendly and easy to maintain. The candidate 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 developing interactive websites that allow for user engagement and online donations;
- Experience developing websites for large non-profit organizations.