**UNITED NATIONS DEVELOPMENT PROGRAMME
TERMS OF REFERENCE / INDIVIDUAL CONTRACT**

I. Position Information

Position Title:	Website Design and Development Consultant
Type:	Individual Contract
Project Title/Department:	Technical support to the Steering Committee of the UN Multi-Partner Human Security Trust Fund for the Aral Sea region in Uzbekistan
Duration of the service:	40 business days (March – June 2021)
Work status (full time / part time):	Part-time, home based (telecommuting)
Reports to:	Head of the Technical Secretariat

II. Background

This UN Multi-Partner Human Security Trust Fund for the Aral Sea region in Uzbekistan (MPHSTF) was established in 2018 under the aegis of the United Nations. It serves as a unique unified platform for international development cooperation and the mobilization of donor resources to implement integrated measures to address the negative consequences of the Aral Sea catastrophe. Its core objectives focus on mitigating inter-connected risks to human security, resilience-building of communities affected by the Aral Sea Disaster through an integrated and multi-level approach and to maintain the ecological balance in the Aral Sea basin. The MPHSTF is financed through joint funding from the participating UN agencies and the UN Human Security Trust Fund. The establishment of the MPHSTF is in line with Government priorities as defined in the State Programme on the development of the Aral Sea region for 2017-2021.

The strategy of the MPHSTF is two-fold:

   i)   To govern a well-coordinated financial mechanism for implementing and sustainable financing of human security initiatives to promote and mainstream the human security approach in the region.

   ii) To enhance the partnership with the development partners aimed at restoring the ecological balance and socio-economic development of the Aral Sea region, through cooperation and implementation of the practical joint projects.

The MPHSTF is governed by a Steering Committee and supported by a Technical Secretariat. Dialogue with key representatives of other donors, government organizations, and civil society networks are held by the Steering Committee periodically to foster cooperation and a shared vision.

In order to ensure good programming, the MPHSTF is supported by the Technical Secretariat. It provides technical, operational, and administrative support to the MPHSTF Steering Committee and works under its overall guidance.

The Technical Secretariat supports the entire programming cycle of the MPHSTF with a workplan and budget reviewed annually by the Steering Committee. The Technical Secretariat also provides advice and quality control over the MPHSTF implementation and coordinates the meetings. It facilitates collaboration and communication between the Government of Uzbekistan, Participating UN Organizations, contributing donors, and the co-chairs of the MPHSTF. It develops and implements a resource mobilization strategy to attract investments from other donors. The Technical Secretariat will supervise the implementation of interventions that are context-specific and rely on available local assets

and resources thereby empowering the participating communities.

More specifically, for this assignment, MPHSTF is seeking a Website Design and Development Consultant to upgrade an existing web site of the Aral Sea MPHSTF, add user friendly features, integrate donation platform among others specified.

III. Functions / Key Outputs Expected

The Individual Web Design and Development Consultant will work under the oversight and guidance of the Head of the MPHSTF Technical Secretariat, and in close cooperation with the relevant programme staff. An incumbent will undertake the following within the indicated components:

I. Redesign of the current Aral Sea MPHSTF website

Based on global best practices, redesign the current Aral Sea MPHSTF website in alignment with the UN Brand and in accordance with the comprehensive communications, branding, and marketing strategy to be developed for the Aral Sea MPHSTF.

As a repository of information about the Aral Sea MPHSTF, the website must be designed to be comprehensive and accurate yet user-friendly and engaging. The Web Design and Developer Consultant is likewise expected to perform the following:

1. Improve existing site layout, graphics designs etc., and develop innovative new designs for the MPHSTF website (aral.mptf.uz)

2. Develop a layout and structure for the dynamic website, capturing the latest trends for website presentations which is responsive, compatible, and easily accessible to most common devices and browsers (i.e., desktops, mobiles, and other handheld devices, as well as Chrome, Safari, and Firefox browsers, and iOS and Android devices)

3. The website should have the following features:
   - An attractive graphic layout that embodies the Fund's image and adheres to the MPHSTF branding specifications
   - Interactive and user-friendly
   - A design that allows regular improvements on look and features
   - Written in efficient code
   - Availability of multilanguage support and their updates (Cyrillic / Latin correct view)

4. Add new features to the website:
   - Manage, update and improve site navigation and information architecture;
   - Integrate a section on Participating UN Organizations, as well as the Fund's donors;
   - Integrate functionality of a donation platform to accept online payments allowing individuals, as well as legal entities to donate online directly on the website and transfer funds to MPHSTF's accounts;
   - Integrate functionality to upload data to the website in MS Excel format, to quickly insert data into the statistical database; improve the downloading of statistical data and graphs into PDF format.

5. Implement the approved design and functions on an easy-to-use and easy-to-maintain Wordpress template (or its equivalent), ensuring ease-of-use of its content management system for future updates
   - May require some additional HTML coding or editing of CSS templates, widgets, and API integrations

6. Integrate social linking and sharing of the website to social media sites such as Facebook, Twitter, Instagram, etc.
   - Integrate an effective search function;
   - Add website visitors counter statistic and website feedback button to the website;

7. Set up the necessary search engine optimization (SEO), meta tags and descriptions, and analytics codes, such as Google Analytics, Google Tag Manager, etc., to ensure optimal searchability and visibility on search engines;

8. Obtain an SSL certificate for the website

9. Accepted site should be fully tested and independent from linking to local/test platform

10. Stay updated with technological and software developments to recommend the use of best-practice products, widgets, application, etc.

11. Continuously update the website as needed, for the duration of this Agreement
12. Continuously test website updates to anticipate or spot errors, and work efficiently to address these
13. Maintain software documentation, as is applicable
14. Develop a user-guide for the website and train relevant staff on how to manage content

II. Other Outstanding Activities

1. Collaborate with internal/external teams, as needed, to execute the Aral Sea MPHSTF website in line with the communications strategy, plan, and timelines
2. Ensure the website is of the highest technical standards in the areas of content, design, and impact
3. Liaise with national and international payment systems operators such as but not limited to Click, Payme, Humo, Uzcard, Visa, Master card
4. Pitch ideas confidently and present website design and development vision clearly to the MPHSTF Technical Secretariat and other key stakeholders
5. Collaborate on a regular basis with other team members and stakeholders within the MPHSTF Technical Secretariat
6. Any other duties within the scope of the ToR.

IV. Deliverables and timeframe

The total duration of the assignment will be 40 business days that will cover the period March – June 2021. The following deliverables should be prepared and submitted by the Consultant:

Deliverables	Deadlines	Payment
Overall re-design and the lay-out of the website drafted and presented to the TS. 50% of the deliverables described in Section I.	30 April 2021	50% 1st instalment
Website with all features and integrations described in section I delivered (the rest 50%) And Section II are completed.	30 June 2021	50% 2nd instalment

V. Payment Conditions

Payments will be made upon provision of the above outputs, and satisfactory delivery of the services specified in the TOR and acceptance by the Head of the Technical Secretariat. Payment will be released in two installments as specified above.
Note: This is a lump sum contract that should include costs of consultancy and other related costs, if any, required to produce the above deliverables.

VI. Recruitment Qualifications

Education:	A minimum of Bachelor's degree in Computer Science, Programming, Software Engineering, Multimedia Arts, Information Design, Graphic Design, Visual Communications or related fields. Additional certifications would be an advantage.
Experience:	• Extensive experience in web design, development, and content uploading/integration, using the latest platforms and programming languages, and designed for both desktop and mobile, as well as iOS, Android, and other types of devices and operating systems • Solid experience in building websites designed for donations and crowdfunding • Experience in API integrations • Thorough functional knowledge and experience in coding • Experience in or knowledge of Search Engine Optimization • Excellent creative/design skills, and creative approach to communications • Solid experience in using digital media and communications for marketing, communications, and stakeholder engagement

	• Previous work in software development firms, corporate IT departments, digital marketing agencies, or multimedia newsrooms would be an advantage • Previous work experience with governments and/or international development agencies would be an asset
Language Requirements:	Proficiency in English, Russian, Uzbek as an asset.
Others:	• Accuracy, punctuality and reliability; • Ability to communicate effectively in writing; • Strong organizational and communication skills, ability to work in a team; • Ability to use ICT as a tool and resource; • Ability to work against tight deadlines; • Commitment to UN values.

UNDP is an equal opportunity employer. Qualified female candidates, people with disabilities, and minorities are highly encouraged to apply. UNDP Gender Balance in Management Policy promotes achievement of gender balance among its staff at all levels.

VIII. Signatures - Post Description Certification		
Incumbent (if applicable) Name 	Signature	Date
Name/Title **Supervisor** **Uktam Abdurakhmanov** **Head of the Technical Secretariat**	Signature	Date
Name / Title **Rusyan Jill Mamiit, Ph.D.** **Development Coordination Officer,** **Partnerships and Development Finance**	Signature	Date