

TERM OF REFERENCE (ToR) FOR THE RECRUITMENT OF INDIVIDUAL CONSULTANT (IC)

GENERAL INFORMATION

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|-----------------------------------|--|
| Services/Work Description: | Upgrade/modernization of TANGO Website and Social Media Platforms |
| Project/Program Title: | Strengthening inclusive citizen engagement for more accountable governance in The Gambia |
| Post Title: | Website & Social Media national consultant |
| Consultant Level: | Level B (Specialist) |
| Duty Station: | UNDP Gambia Country Office |
| Expected Places of Travel: | in-country travel |
| Duration: | 40 working days |
| Expected Start Date: | April 1, 2020/ Immediately after Concluding Contract Agreement |

I. BACKGROUND / PROJECT DESCRIPTION

The Association of Non-Governmental Organizations in the Gambia (TANGO), founded in 1983, is the umbrella organization for NGOs operating in The Gambia. It has a membership of over 80 national and International NGOs, who are working with communities in different all parts of the country. TANGO's members play key roles in areas such as health, education, women's empowerment, agriculture, and credit, as well as small enterprise development projects such as vegetable gardening, food processing and similar activities. Members also engage in peace building activities, and the promotion of human rights and good governance. TANGO and its members work towards improving the living standards of the poor and marginalized members of the Gambian society by supporting poverty reduction interventions as outlined in the national development objectives enshrined in National Policies and plans such as the National Development Plan.

The vision of TANGO has become a dynamic, pro-active, innovative, and inclusive NGO consortium, playing a key and constructive role in building a strong, vibrant, and independent civil society, in an environmentally sound, democratic, peaceful and equitable Gambia. Therefore, its main objective is to contribute to national poverty reduction efforts by expanding membership and improving services to members in a cost-effective and financially sustainable manner. In this regard, TANGO is preparing a five-year strategic plan 2021-2025 which sets the long-term direction for the implementation of its mandate. At the same time, TANGO is expected to engage and share information with its members and partners through a responsive and user-friendly website and social media platforms. In this regard, TANGO, with support from UNDP, is looking for a consultant to revamp and modernize its website and social media platforms.

II. SCOPE OF THE WORK

The consultant will work under the supervision of TANGO Executive Director and in close cooperation with the relevant programme staff and UNDP to review the current website and provide user validation with possible recommendation. He/she will undertake the following tasks within the indicated timelines:

- Inception report/action plan to capture the expectation of management on how to deliver the project. Define clear timelines and outputs
- Work with relevant members of the team and key stakeholders to identify the purpose, requirements and functions needed for the website and social media tools, and to understand the end users' needs.
- Source and collate relevant information, Photos and videos from existing documents/website, members of the team and other credible sources and create content for the website and social media platforms.
- Submit draft website and social media tools for validation by TANGO members and implement the recommendations/modifications. Facilitate the launch of the website
- Make recommendations on the most effective use of the social media accounts.
- Train TANGO staff on strategic communication; website management and design improvement; strategic use of social media platform; designing and implementation of social media campaigns; use of corporate emails, among others.
- Submit guidelines for updating the sites and develop a social media strategy
- Advise on how best to increase traffic to the website and social media platforms
- Develop corporate emails for all staff
- Address security and hosting issues, as needed.
- Other tasks that are necessary

III. EXPECTED OUTPUTS AND DELIVERABLES

| No. | Deliverables / Outputs | Estimated Duration to Complete | Review and Approvals Required |
|-----|---|--------------------------------|-------------------------------|
| 1 | Inception plan with clearly defined timelines and outputs | 5 Working days | UNDP Programme Manager |
| 2 | A revamped database-driven website | 20 Working days | UNDP Programme Manager |
| 3 | Social media platforms and strategy | 5 Working days | UNDP Programme Manager |
| 4 | A user manual and training of support staff and system administrators | 5 Working days | UNDP Programme Manager |
| 5 | Functional corporate emails | 5 working days | UNDP Programme Manager |

IV. INSTITUTIONAL ARRANGEMENT / REPORTING RELATIONSHIPS

- UNDP, through its Programme Unit and the Implementing Partner officers, will manage and oversee the evaluation process. Consultant will submit weekly reporting to **UNDP and TANGO**.
- TANGO will provide guidance and assess the quality of the documents

V. LOGISTICS AND ADMINISTRATIVE SUPPORT TO PROSPECT IC

- TANGO will provide to the prospect IC with office space and facilitate meetings and training arrangements
- UNDP will be in-charge for offering both administrative and logistics supports.

VI. DURATION OF THE WORK

- The duration of the consultancy is **40 working days**.

VII. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR (IC)

a. Academic Qualifications:

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.

b. Years of experience:

- At least 5 years of 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 and API integrations
- Functional knowledge and experience in coding and Search Engine Optimization
- 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

c. Competencies:

- Knowledge of designing and implementing websites and social media platforms
- Data visualization skills
- Knowledge of using digital media and communications
- Creative design skills and approach to communications

d. Language and other skills:

- Excellent knowledge of English, including the ability to set out a coherent argument in presentations and group interactions.
- Capacity to communicate fluently with different stakeholders (civil society, government authorities, local communities, project staff); and
- Computer skills: full command of Microsoft applications (word, excel, PowerPoint) and common internet applications will be required.

e. Compliance of the UN Core Values:

- Demonstrates integrity by modelling the UN's values and ethical standards
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.

Important Note:

The Consultant is required to have the following professional and technical qualifications. **Only the applicants who hold these qualifications** will be shortlisted and contacted.

VIII. CRITERIA FOR SELECTING THE BEST OFFER

Upon the advertisement of the Procurement Notice, qualified Individual Consultant is expected to submit both the Technical and Financial Proposals. Accordingly, Individual Consultants will be evaluated based on Cumulative Analysis as per the following scenario:

- Responsive/compliant/acceptable, and
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation. In this regard, the respective weight of the proposals are:
 - a. Technical Criteria weight is **70%**
 - b. Financial Criteria weight is **30%**

| Criteria | Weight | Max. Point |
|---|--|------------|
| Technical Competence (based on CV, Proposal and interview (if required)) | 70% | 100 |
| <ul style="list-style-type: none"> ▪ Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal | | 50* |
| <ul style="list-style-type: none"> ▪ Criteria b. Technical competence | | 25** |
| <ul style="list-style-type: none"> ▪ Criteria c. Relevant Experience | | 25** |
| Financial (Lower Offer/Offer*100) | 30% | 30 |
| Total Score | Technical Score * 70% + Financial Score * 30% | |

IX. PAYMENT MILESTONES AND AUTHORITY

The qualified consultant shall receive his/her service fees upon certification of the completed tasks satisfactorily, as per the following payment schedule:

| Installment of Payment/ Period | Deliverables or Documents to be Delivered | Approval should be obtained | Percentage of Payment |
|--------------------------------|---|-----------------------------|-----------------------|
| 1 st Installment | Mobilization: Upon submission of Inception report | RR | 10% |
| 2 nd Installment | Submission of draft website and social media platforms | " | 60% |
| 3 rd Installment | Submission and approval of final website and social media platforms | " | 30% |

XI. CONFIDENTIALITY AND PROPRIETARY INTERESTS

- The Individual Consultant shall not either during the term or after termination of the assignment, disclose any proprietary or confidential information related to the consultancy service without prior written consent. Proprietary interests on all materials and documents prepared by the consultants under the assignment shall become and remain properties of UNDP.

XII. ANNEXES TO THE TOR

This TOR is approved by:

Signature: *Abdou Touray*
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Name and Designation: Mr. Abdou Touray, Head of Governance Ad Interim

Date of Signing: 15-Mar-2021
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