

**TERMS OF REFERENCE**

***Website Design and Development***

*This terms of references are an integral part of the consultant contract.*

1. Background

Association for Empowerment of Persons with Disabilities (AEPD) is a local NGO in Quang Binh province, born out of the international humanitarian organization - Survivor Corps/Landmine Survivors Network (SC/LSN). AEPD was established in 2010 to inherit the legacy and promote the achievements of the predecessor organization which was present in Quang Binh, Vietnam in 2003. AEPD is committed to improving the quality of life of persons with disabilities through comprehensive programming that focuses on supporting persons with disabilities to enhance the disability-inclusive capacity and promoting an enabling environment for persons with disabilities through sustainable livelihood support; improving soft skills and expertise; increasing resilience to climate change, reducing natural disaster risks; organizing networking events to raise awareness about disability issues; training on rights and skills to help persons with disabilities; Mobilizing resources for people with disabilities; and Advocacy for the rights of Persons with Disabilities.

AEPD is implementing a project funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, through IKI Small Grants, titled “Enhancing resilience of people with disabilities to counter climate change impacts”. The project helps AEPD improve its visibility by enhancing the existing website and ensuring the best experience to users.

1. Objective

* to renew templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current software while displaying the content in a more organized, attractive and user-friendly manner.
* to further promote interaction and collaboration among key users of the site.
* to increase number of visitors to the website and search appearance
* to allow autolink to web-based M&E and autoshow outstanding achievements/outcomes of the project and AEPD in general.

1. Deliverables

* The AEPD website presents a new visual look and its functionalities are enhanced to provide a better experience to users.
* New defined sections are developed and integrated in the existing AEPD website.
* M&E data is linked and can be updated online at all times.
* A user manual and instruction for in-charge staff and system administrators to perform content upload, system maintenance and administration.

1. Scope of work
   1. **New look and feel**

* Following AEPD and its donors branding guidelines, design a new look-and-feel for AEPD site capturing the different functionalities. The consultant will develop a graphic concept and the visual language of the renewed templates.
* Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
* The new look and feel should be adapted to homepage, sections, subsections and the other affiliating components of the site.
* Standard page elements including header, footer, tabs, persistent navigation, contact us, email and pageprint options should be included in the renewed templates.
* The renewed templates should guarantee that most recent content on the site is captured in automatically in the homepage in an organized way following specific categories, tags or other custom taxonomies.
* All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, stories, and events).
* The current sections and sub-sections of the site should be adapted and integrated into the renewed templates.
* The renewed design should allow and link to M&E web-based system to present highlights of AEPD achievements.
  1. **New sections**
* Based on the agreed templates, make assessment if new web sub-sections shall be needed and thus developed.
* The new subsections webpages (if any) should incorporate functionalities to guarantee the latest information on that sub-section is displayed (news, resources, publication/guidance, stories, events).
  1. **Functionalities to include in the renewed templates**
* The following features will be guaranteed through the renewed templates outlined in the section 1 &2:
  + Add feed links;
  + Responsive design;
  + Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag.
  + Multiple page styles and custom post types;
  + Language options feature in resources and guidance templates;
  + Search function by news, type of publication/guidance, type of resource, events, country story and issue;
  + Search resources by free text;
  + Interactive map;
  + Signup for latest news;
  1. **Knowledge transfer**

Develop a user manual for the support staff and system administrators to perform content upload, system maintenance and administration.

1. Required skills and experience

* Candidate should demonstrate and provide examples of previous experience in the performance of similar services as follows: at least 7 years of prior experience designing visually appealing and navigation friendly web sites;
* Familiarity and relevant experience in using different Content Management Systems (CMS);
* Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java;
* Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
* Demonstrate the ability to create innovative and visually appealing design;

1. Time and place

AEPD’s office is at 18A Quang Trung, Dong Hoi city. It is expected to complete this task, including a short report in November 2022.

1. Consulting fee

The consulting fee will be paid based on the consultant's working experience and not exceeding the norm of the IKI fund. The specific rate will be decided after discussing and agreeing with AEPD management.

1. Other payment and logistical arrangements

* AEPD will arrange an online meeting with the consultant at the commencement of the contract to clarify any questions relating to the TOR.
* AEPD will brief the consultant about the organization development process to date.
* The task is considered completed when all the deliverables are finished, submitted and approved by AEPD. In the event that the deliverables are judged to be unsatisfactory, 30% of the contract values will be withheld.
* Fee payment will be made by the following methods: Payment by bank transfer or check. According to regulations, AEPD deducts 10% of PIT applied in case the contract value is more than 2,000,000 VND. AEPD pays the deducted tax amount to the state budget.

1. Submission of proposals

Please submit your proposal application in English no later than 5 pm, on October 31, 2022 to the following address:

ASSOCIATION FOR EMPOWERMENT OF PERSONS WITH DISABILITIES QUANG BINH

Address: No. 18A Quang Trung Str. Dong Hoi city, Quang Binh Province.

Email: info.aepd@gmail.com, Phone: 0855.357.855 (Ms. Huong)

Only short-listed candidates will be notified and contacted for an interview. Applications received after the deadline or incomplete applications will not be considered.