

TERMS OF REFERENCE (ToR)

Position:	Consultant
Scope of Work:	Design and Creation of a Website for Terre des hommes Bangladesh
Place of Work:	Dhaka, Bangladesh
Work Period:	40 days

About Terre des hommes foundation

Terre des hommes foundation (Tdh) Lausanne, founded in 1960, is the leading Swiss organization for children's aid, assisting over four million children and their families in 26 countries. Tdh's mission is to make a lasting impact by focusing on maternal and child health, children and young people's migration and access to justice, with a vision to ensure the rights of children, as defined by the Convention on the Rights of the Child, are always respected.

Background

Tdh has been working in Bangladesh since 1974, initially implementing relief, recovery, and development projects in flood-affected areas, before expanding to respond to the Rohingya refugee crisis in 2017. Tdh now operates four field offices in Kurigram, Dhaka, Teknaf and Ukhiya, with the delegation head office in Dhaka, implementing responses in child protection, child labour, health, nutrition, WASH (water, sanitation, and hygiene) and social cohesion. Our team works in both the host and refugee communities to improve the health of children and their mothers, alleviate child protection risks, prevent exploitative child labour, and provide emergency aid services. Between 2016 and 2023, Tdh reached over 560,000 beneficiaries across Bangladesh, with 70,981 beneficiaries supported in 2023 across all projects, with a total budget of approximately USD 7 million.

Objectives

Tdh Bangladesh intends to procure the services of a consultant to carry out the design and development of a dynamic website. As part of its ongoing efforts to raise awareness and improve communication with stakeholders, Tdh plans to create a dedicated website that will serve as a platform for sharing information, advocacy, project updates, and engagement with donors, partners, and the community. The proposed website intends to establish an online presence that effectively reflects Tdh Bangladesh's mission, vision, and values. It will serve as a platform to showcase Tdh Bangladesh's ongoing projects, impact, and initiatives. The site will feature up-to-date information on child protection, health, education, and humanitarian efforts, while also providing a means for engagement with local communities, donors, and other stakeholders. Additionally, the website will allow visitors to access critical resources, publications, and reports, and it will play a vital role in supporting child rights campaigns and advocacy initiatives.

Scope of Work and Deliverables

The Consultant must develop a website according to the brand guidelines of Tdh's global policy, which is visually attractive and well-designed, looks professional and polished, as well as maintains ease of use. The website design also needs to bear in mind that stakeholders accessing the website will be varied and will include members of the public (national and international), government, donors as well as project staff. The design also needs to consider that some users are likely to have low bandwidth. Staff of Tdh will need to be able to upload material regularly and make modifications to its structure, if required, after the consultancy.

The Consultant will be responsible for advising on the proposed design, structure, and layout, developing the website and training members of Tdh's team on how to upload material and make changes to the structure if required. The outcome of this training will be Tdh's technical staff have full control over all aspects of the website, including structure.

The major task for development (not limited to) may have the following:

1. Domain registration and Unlimited Windows web hosting for 5 years
2. Development of the website with dynamic modules
3. Technical Training to Tdh staff for day-to-day maintenance
4. Search Engine Optimization
5. Handover of domain and hosting login credentials (control panel, ftp access, DNS zone, email account creation etc.)
6. 90 days free after sales support

Major website features would include but not limited to:

1. A Home page
2. Different site access level
3. Search bar
4. Media gallery (video, photo)
5. Useful links
6. Dynamic pages related to programs, ongoing projects, resources, career, donors, annual report etc.
7. Research and Publication
-Archive for case studies, success stories, reports etc.
8. Contacts page with QR code and Google Map etc.
9. Social media integration
10. SSL integration

Note:

1. The color theme of the site must commensurate with Tdh logo colors
2. All stakeholder logos in original looks and formats
3. The website cannot be developed on readily available CMS software e.g. Joomla, WordPress etc.
4. It must be custom developed with admin control panel to update all dynamic modules

Schedule

Step	Activity	Dates
1	Meeting with Tdh team to discuss proposed layout and way forward	TBA
2	Tender awarded and contract signed	TBA
3	Develop at least three draft design mock-up web pages and share with Tdh	TBA
4	Based on comments either: (a) revise one of the mock-ups; or (b) prepare an additional mock-up to finalize look and feel	TBA
5	Domain registration and Unlimited web hosting	TBA
6	Development of the website with dynamic modules	TBA

7	Search Engine Optimization	TBA
8	Training of Tdh staff	TBA
9	Test Run	TBA
10	Website goes LIVE	TBA

Payment Schedule

Deliverable	Payment [BDT]
Design Approved, Domain and hosting confirmed	20%
Successfully completion, Site goes LIVE, and handover	80%

Minimum Requirements

Tdh seeks a consultant with the following experience and qualities:

1. Has relevant education/training in the areas of CSc or MIS, Web programming, Graphic design- Need to provide the evidence
2. Has a minimum of five years' experience in website development and maintenance contracts- Need to provide the evidence
3. Can demonstrate a good portfolio of previous works- Need to provide the evidence.
4. Prior experience working with an NGO/INGO particularly in website design and creation will be given priority- At least two evidences need to provide with proposal
5. Have a good understanding of English (written and oral)- Need to submit the project completion report or relevant report.

Required Documents

1. A slide deck, no more than 10 slides (the slide deck should contain the website proposal and samples of previous work)
2. A detailed financial budget (in Excel)
3. CV of the Consultant

Application Method

Applications should be directed to bgd.tenders@tdh.org no later than 22nd October 2024. Only shortlisted consultants will be notified for an in-person interview.