



## AMDA IS HIRING!

### WEB DEVELOPER / SYSTEM EXPERT

#### TERMS OF REFERENCE

##### Overview

<b>ROLE:</b>	<i>Systems Expert/Web-developer</i>
<b>ENGAGEMENT:</b>	<i>Short term consultant (1 individual)</i>
<b>LOCATION:</b>	<i>Nairobi, Kenya</i>
<b>DURATION:</b>	<i>3 months</i>
<b>APPLICATION DEADLINE</b>	<i>10<sup>TH</sup> MARCH 2020</i>
<b>START DATE:</b>	<i>15 MARCH 2020 / As Soon As Possible</i>

#### DETAILED TERMS OF REFERENCE

##### Background of the client

The Africa Minigrad Developers Association (AMDA) is an industry advocacy association that was created by companies delivering energy to rural communities, is supported by donors, governments and financiers to ensure that we reach the goal of universal electrification in the next 10 years.

We have a total membership of about 30 minigrad companies across sub Saharan Africa. Our core activities include: policy advocacy, sector coordination, and market intelligence gathering. AMDA has a small core team supported by a small but growing number of national representatives in key countries.

##### Objective of the assignment

Under the supervision of the CEO and the COO, and in coordination with the Communications Associate:

- Re-design of the AMDA website to fit the needs of a growing pan-African organization.
- Re-design of AMDA's social media presence (i.e. Twitter, LinkedIn and Flickr).
- Develop systems and policy document outlining internet and data security control protocols.
- Develop user manual for both internal and external partners (those with logins).

##### Deliverables/scope of task

###### **A- Website**

- Create a new visual outlook and enhanced functionalities to provide a better experience to users. Beyond the This will include:
- Addition of new sections to be developed and integrated into the AMDA website, including creation of a series of member only pages for our members.

### **B- Capacity Building**

- Deliver a webinar or in person training for the support staff and systems administrators to perform content upload, system maintenance and administration.

### **C- Complete hand-over**

- Source code handover: Full/complete source code including all developed libraries shall be handed over to AMDA's management.

### **D- Post-Project Support**

- 10 hours in person/remote availability post project closure to support and facilitate on-boarding/training of new staff.

### **Detailed deliverables**

- Revamped website with English and French translation capabilities.
- 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 following components of the site to be included: resource webpage template, publication/guidance webpage template, country/market data webpage template, RBF webpage, news/blog posts webpage/section, member webpage, and a unique member only login page/credentials for AMDA members.
- Integration capability – the webpage should link up automatically with data outputs from external data provider partner(s). The outputs on AMDA's website should have dashboard, maps and other visually stimulating capabilities. Ability to host and upload live webinar/video content should be guaranteed.
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page-print options should be included in the new templates.
- Enhanced website SEO
- Test site before going live (test will include feedback from AMDA management/staff and at least 2 of our members to assess user experience).

### **Functionalities of the new templates**

The list below includes interactive features that are guaranteed through the new templates explained above:

- Responsive design;
- Add feed links; 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, type of resource, events, country/market and region, and by free text
- Interactive map;
- Option to Sign up for latest news / Newsletter;
- Link the site with other external data provider partners' platforms such as Odyssey Energy Solutions, RBF's fund manager.
- Password protected pages
- Search engine optimization.



### **Project assessment and fees payment modalities**

- The proposed payment breakdown is as follows: Upon delivery of each of the four deliverables components (A-B-C and D), 25% of the total contractual amount will be paid until successful completion of the project.
- An initial project briefing conducted between the consultant and AMDA's management followed by 2 week progress check-in meetings/calls during the project duration.
- Final project assessment will be done by AMDA's management and 1-2 minigrad representatives (for user experience checks). This will be measured against the TOR and deliverable targets.

### **Required skills and experience**

- Be a respected web design and IT systems professional with at least 3-5 years' experience performing similar services (i.e. either in employment or on a consultancy basis with at least 1 year of consultancy experience). Experience in delivering such services to advocacy organizations, start-ups, non-profit entities and/or energy sector players will be an added advantage.
- Relevant academic degree(s) and certification(s).
- Exposure to and relevant experience in using different Content Management Systems (CMS), especially WordPress;
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages/programs including use of PHP, HTML, XHTML, CSS, XML, XSLT, Macromedia Flash, Java, MySQL Database etc.;
- Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- Language: Fluency in English is required.

### **Documents to be included in the proposal**

### **Application Process (Expression of Interest)**

**If you believe you fit the above criteria, please send us your application comprised of:**

- A proposal describing the previous work/projects done in this area (include links to websites developed).
- Your CV detailing experience, academic qualifications and professional referees of supervisors or clients.
- A 2-3 page-problem assessment report of AMDA's current website and 10 unique ways to increase user experience.
- Financial proposal detailing fee breakdown and costs\*.

**Send us your application to [communications@africamda.org](mailto:communications@africamda.org) by COB 10 MARCH 2020.**

\* AMDA will not be responsible for filling Consultant taxes but will withhold a percentage of the amount paid and remit to Kenya tax authority.