



Terms of Reference (TOR) for Consultancy to Develop a Website for National Integrity Alliance (NIA)

DESCRIPTION: Consultancy to Develop Website for the National Integrity Alliance

POSTING DATE: 9th August 2021

DEADLINE FOR SUBMISSION OF BIDS: 23rd August 2021

About National Integrity Alliance (NIA)

The National Integrity Alliance (NIA) holds that a new spirit of active citizenship across all levels of society and governments, including bold direct action against the corrupt, can powerfully complement the robust laws and institutions to roll back the scourge of theft of public resources.

The most prudent way to realize this is by stopping those who have fallen short of the constitutional vision of integrity as enshrined in Chapter 6 of the 2010 Constitution of Kenya from accessing opportunities for further theft and abuse.

Purpose of the assignment

Anchored on the knowledge that ethical standards seek to reward, not necessarily punish individuals in society, the NIA proceeds from the key assumption that anyone not cleared (of any, and all serious allegation and violations) is not ethically fit to run for public office. subsequently, by removing individuals with ethical issues, we can create a favourable environment for the emergence of credible leadership at all levels of society.

NIA, therefore, seeks to engage a consultant to develop a website as part of an effective, integrated and coordinated communication plan /strategy which is integral in achieving the objectives of NIA.

Scope of work and deliverables

Under the line-management of the NIA team, the service provider will be expected to undertake the following tasks:

- (i) Web design and development:- Develop a layout and structure for the dynamic website capturing the latest trends for website presentations which is compatible and easily accessible to most common devices browsers (Laptops, mobiles and other handheld devices);
- (ii) Integration with a Content Management System (CMS) - preferable WordPress- based on the best user-friendly tools;
- (iii) Integrate an effective search function;

- (iv) Develop a user-guide for the website and the CMS, complete with the most common troubleshooting guidelines;
- (v) Train four NIA team on how to manage content on the new website;
- (vi) Develop NIA logo in line with the branding colors which will be provided;
- (vii) Search engine optimization (SEO) integrated to the site;
- (viii) Proper security features incorporated to protect the site against DOS and DDOS attacks and ensure only the authorized users log into the backend.

The website should have the following features:

Site design:

- (i) An attractive graphic layout that embodies NIA image and adheres to the NIA branding specifications;
- (ii) Interactive and user-friendly;
- (iii) Be mobile friendly;
- (iv) A design that allows regular improvements on look and features;
- (v) We suggest a 4-page site but are open to recommendations that will work best;
- (vi) The site should be SSL/TLS secure connection and greenbar enabled.

Proposed site structure:

Below are listed sections of expected layout, these are just indicative and the successful consultant will advise based on what will work towards achievement of the website goals.

- (i) About NIA**
 - Mission, Vision and Values
- (ii) What we do**
- (iii) Campaigns**
 - RedCard Campaign
- (iv) Publications**
- (v) Media Center**
 - Press Releases
- (vi) Contact us**
- (vii) Terms & Conditions**
- (viii) Links to social media sites, and Newsletter sign-up form (link to this at bottom of front page)**

DURATION: The Assignment is expected to take **28 working days**

Qualifications and attributes required

- (i) A Kenyan individual/organization with adequate knowledge and at least 5 years of progressive experience with web design, proved through portfolio of designed products;
- (ii) Experience with CMS – open-source, proprietary and custom solutions;.
- (iii) Experience with constituent relationship management (CRM) systems who can share relevant examples of establishing CRMs for nonprofit organizations;
- (iv) Experience developing websites for other non-profit organizations.

Submission of bids

Qualified candidates are requested to submit one document not exceeding 10 pages as an attachment covering both technical and financial aspects and a detailed workplan, at least three professional referees and at least 3 links to previous work done. Do not attach your testimonials or certificates. Only shortlisted candidate/s will be contacted.

The deadline for submission of expressions of interest is 23rd August 2021. Applications should be sent by email to community@mzalendo.com Please indicate: “**Consultancy to Develop NIA Website,**” in the subject line of your email application.

Complaints process

This call for Expression of Interest does not constitute a solicitation and Mzalendo Trust reserves the right to change or cancel the requirement at any time during the EOI process. Mzalendo Trust also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents. Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued. Invitations to bid or requests for proposals will be issued in accordance with Mzalendo Trust rules and procedures. Any grievances and or complaints arising from the evaluation process and final tender award can be addressed, in writing, to the Executive Director.

The Executive Director,
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