

TERMS OF REFERENCE FOR DESIGNING SEATINI SOUTHERN AFRICA

The Southern and Eastern Africa Trade Information and Negotiations Institute (SEATINI) is a sub-regional non-governmental organization (NGO) founded in 1996 soon after the WTO Singapore Ministerial Conference, after realizing that Africa in particular and Third World countries in general were marginalized in the WTO negotiations and other global processes.

Established and fully registered in Uganda in 2001, SEATINI-Uganda is part of SEATINI, a sub-regional NGO working in Eastern and Southern Africa with offices in Harare Zimbabwe. SEATINI-Uganda is the regional coordinating office for East Africa.

SEATINI Uganda is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to design SEATINI Southern Africa website according to the specific TOR.

Overall objective of the Consultancy:

The overall objective of the consultancy is to design and develop an interactive, vibrant, functional website that is simple to navigate and use.

Key parameters of the website:

The current SEATINI Southern Africa website shall be modified and the following considered: The website should have the following

- Mobile/tablet compatibility to allow all users to access the website on all devices
- Format content and customize the font and image sizes and using the best web safe font
- Customize the website loading speed to 4-6 seconds for good usability
- Browser compatible to ensure the website appears and behaves consistently across all major browsers such as Chrome, Internet Explorer, Firefox, Safari among others
- Effective navigation like internal linking of pages
- Optimisation for SEO across various search engines.
- Brand responsiveness and uniformity across all pages i.e. fonts, colors etc.

The specific Terms of Reference:

The specific terms of reference for this assignment are:

- Design SEATINI Southern Africa website to be more attractive, easy to use and navigate to meet the requirements and standards of website development
- Design a website that includes; Landing/Home page with engaging and creative features for news and information, About us, Programs, Our Work, Resources and Careers pages.
- Include the link to the developed sector pages to all the pages on the website
- Include logos of SEATINI Southern Africa development partners in the footer of the home page and the entire website
- Design the membership page as per the Thematic areas online newsletter functionality among others

Support and Administration:

The successful company/ individual developer shall provide support, maintenance and quality control whenever needed;

Required Skills and Experience:

The developer should demonstrate and provide examples of previous experience in the performance of similar services as follows;

- Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- 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;

Timeline and Expected outputs:

The assignment will be delivered in a period of 20 days from the agreed-on start date but not later than 20th December 2022

Submission of proposals for the tasks

SEATINI Uganda is inviting Proposals as specified in this Terms of Reference. Interested individual web developers/companies are requested to submit Technical and financial proposals:

a) Only financial proposals quoted in UGX are permitted

b) The technical proposal should contain:

- A proposal describing the previous work done in this area
- A portfolio of previous work of websites with similar functionalities developed in Word Press;
- CVs of the lead developer, junior developer, graphical integrator, graphic designer and junior migration expert in charge of this project to be included in the proposal
- Work plan and Time scheduling of delivering on the assignment

9.0 Application Process

Interested candidates should submit their application letter, updated CVs, technical and financial proposals and references for similar work conducted previously, the title of email must be website modification addressed to the Executive Director: Southern and Eastern Africa Trade Information and Negotiations Institute (SEATINI) Uganda, email: procurement@seatiniuganda.org P. O Box, 3138, Kampala, Plot 806, Block 213, Bukoto-Kisaasi Road –Kampala by 5:00pm 5th December, 2022.