

## TERMS OF REFERENCE

### WEBSITE DEVELOPMENT

#### **INTRODUCTION**

Fairtrade is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers. Established in 2005, Fairtrade Africa (FTA) is the independent non-profit umbrella organization representing all Fairtrade certified producers in Africa. Fairtrade Africa is owned by its members, who are African producer organisations certified against international Fairtrade standards producing traditional export commodities such as coffee, flowers, cocoa, bananas, mango and non-traditional commodities including shea butter and rooibos tea. The organisation represents over 1 million producers across 33 countries in Africa to promote fair trade in the global value chain system.

Fairtrade Africa producers are certified for traditional export commodities such as coffee, cocoa, tea, cotton, bananas, mango and non-traditional commodities including shea butter and rooibos tea.

#### ***Our Vision***

A world in which producers in developing countries can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

#### ***Our Mission***

- To support our members to strengthen their organizations in line with Fairtrade standards.
- To improve and increase our members' ability to access Fairtrade markets.
- To empower our members to advocate for their interests and take active ownership of the global fair-trade system.

#### **WHAT WE DO**

Our Strategic Plan 2016-2020 provides a comprehensive long-term outline towards achieving our commitment to smallholder farmers, workers and artisanal miners. By working within the Fairtrade system and with strategic partnerships through country and producer networks, we will deliver on the following:

1. Deliver relevant valued services to Fairtrade smallholders and workers.
2. Build, secure and sustain access to market for our members.
3. Advocacy.
4. Build a strong, settled producer network as part of a global system

## SCOPE OF WORK

Under the guidance of the network's senior communications officer, the consultant will be expected to develop the website in two phases.

**In the first phase**, the consultant will be expected to deliver a basic website that will provide information about FTA, updates on its activities, information on partners and key stakeholders. It will promote visibility for FTA's operations and allow new organizations to join the network, allow for feedback, access to information such as reports, press releases, events updates and access to FTA's newsletter.

**In the second phase**, the consultant will be expected to build a modern interactive interface to allow for consultations and trainings of the FTA staff on how to access and exchange information on the site.

*Through the first and the second phase, the consultant will be expected to:*

- Present a proposed plan for implementation of website build;
- Develop a wire frame and prototype for the website which communicates the FTA brand clearly and compellingly;
- Maintain an inventory of deliverables;
- Develop a Content Management System (CMS);
- Investigate and propose options to set up a constituent relationship management (CRM) system;
- Develop a user---guide for the website and the CMS, complete with the most common troubleshooting guidelines;
- Guide FTA through the web hosting needs and security setups/controls;
- Train a minimum of three network staff on how to manage the new website CMS and CRM;
- Make adjustments to the website prototype and brand deliverables based on feedback.

### ***i) First phase architecture***

The selected service provider will be expected to guide the network through a discussion of its needs in order to build the site's architecture. However, some of the expectations on features, capabilities and general web layout for the first phase will include and are not limited to:

- An attractive graphic layout that embodies FTA's corporate character and meets its branding specifications;
- Interactive, user-friendly, mobile friendly and responsive design;
- A design that is accessible across most popular browsers and is testable with validation tools;
- A design that allows regular improvements on look and features;
- The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
- Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
- Integrate an effective search function;
- Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;

- A Google Translate option from English to at least French and Arabic;
- Search Engine Optimization and ability to work well with search engines;
- Incorporate Google analytics
- A personalized e-newsletter function with email and text blasting options;
- Ability to host subscription options;

**ii) Tentative second phase features**

The selected consultant will also be expected to advise and guide FTA staff on the needs and the interactive capabilities of the website.

- Intranets for members and staff members;
- A calendar where members and visitors can track FTA's events;
- An interactive Google map showing the reach of FTA;
- Tools for web-based training, mentoring and consultation services.

**DURATION OF THE ASSIGNMENT**

Completion of the first phase is expected to take no more than 2 months of contract signing. The completion of the second phase will be negotiated after the completion of the first phase.

**QUALIFICATION OF THE CONSULTANT**

The consultant should have:

- A solid understanding of brand development and brand positioning;
- Adequate knowledge and at least five years of progressive experience with web design proven through portfolio of designed products;
- A solid understanding of user experience, user---interface design principles, and conceptual design;
- Expert knowledge of HTML, Java script and CSS;
- Expertise in Adobe Photoshop, illustrator, in---design and dreamweaver;
- Excellent attention to detail;
  - Experience with CMS – open---source, proprietary and custom solutions;
  - Experience developing interactive websites that allow for user---engagement and online donations;
  - Experience with constituent relationship management (CRM) systems who can share relevant examples of establishing CRMs for multi---national non---profit organizations;

*Your proposal should indicate:-*

1. Company profile
2. A detailed work plan, including time frames
3. Sample of previous websites developed
4. A financial quotation bases on the terms of reference above