

“TERMS OF REFERENCE FOR A WEBSITE DEVELOPER CONSULTANT TO DEVELOP EAST AFRICAN WOMEN IN BUSINESS PLATFORM WEBSITE”

Background

The East African Women in Business Platform (EAWiBP) is a forum that brings together business- women from across the East African Community (EAC). Its membership and Steering Committee comprises of; national apex bodies/ associations/ networks of business-women (including associations of women formal and informal cross-border traders); professional women associations; and civil society organisations working to promote business-women and women’s socio-economic advancement.

Drawing its mandate from the Treaty for the Establishment of East African Community, particularly under Article 121 and 122, the EAWiBP inspired by its vision of becoming “A Women’s Centre of Excellence for Intra and Extra-EAC Trade”. Its mission is; “Position and Catalyze the Participation of Women in EAC’s Integration Process”. As outlined in its Strategic Plan (2012-2015), the Platform pursues the following strategic objectives and results;

1. Increased effective participation of women in business in the EAC integration processes
2. Improved economic contribution of women in business in the EAC Partner States
3. Increased progression of women-owned enterprises in the EAC from informal to formal status

The Platform’s broad intervention areas include:

- Trade related knowledge strengthening of its membership.
- Policy research and advocacy on issues related to trade participation and women’s economic empowerment.
- Business to Business (B2B) linkages and networking.
- Business Development Skills including use for ICT to grow business.
- Business advisory and dissemination of information and business intelligence.

The Platform’s key beneficiaries are; national women business and professional associations and their members, cross border traders (including informal traders), small holder farmers and their associations, women-owned/run Micro, Small and

Medium sized Entrepreneurs (MSMEs) and large enterprises; and their national associations.

The Platform's main leadership and governance structure is its Executive/Steering Committee comprising of leaders of national women business and professional associations from across the EAC region. The following organisations/associations are represented in Platform's Steering/Executive Committee:

1. Association of Media Women in Kenya (AWMIK)
2. Association of Women in Agri Business Network (AWAN) Kenya and East Africa
3. Burundi Women Entrepreneurs' Association (AFAB)
4. Eastern African sub Regional Support Initiative for Advancement of Women (EASSI)
5. Federation of Women Entrepreneurs Association in Kenya (FEWA-K)
6. Rwanda Chamber of Women Entrepreneurs (RCWE)
7. Tanzania Women's Chamber of Commerce (TWCC)
8. Uganda Women Entrepreneurs Association Limited (UWEAL)
9. Kenya Women Holding (KWH)

Objectives

EAWiBP intends to hire a consultant to design and develop a modern (intuitive, responsive, comprehensive, interactive etc.) website to meet the demands of its members and other stakeholders.

Recipient

The direct recipient of this consultancy is:
East African Women in Business Platform (EAWiBP).

Scope or Deliverables

1. The deliverable of this consultancy is a modern website with the following capabilities;
 - Ability to be visualised with ease using a mobile phone and tablet i.e. it should be responsive.
 - Ability to allow users to sign up to receive newsletters.
 - Should contain an events section that highlights key upcoming events of EAWiBP.
 - A calendar of events should be availed too.
 - Should have a member section that profiles the Members of EAWiBP. This section should have the ability to allow one to express interest or apply for membership.

- Should contain a simple map that shows the location of various Member organisations of EAWiBP around East Africa.
 - Should have a structured gallery section that showcases images and videos of key events, projects, etc. of EAWiBP.
 - The site should be well integrated with EAWiBP's Social Media channels like Facebook, Twitter, etc.
 - Provision to integrate the EAWiBP blog.
 - Contain a content management system to allow one to easily update the content on the website. Whichever framework is used, it should be scalable such that other capabilities like performing e-commerce, integrating with mobile payment platforms, etc. can be done on a later date with ease.
 - EAWiBP partners logos running at the bottom.
 - Links to key websites / partners with information on trade in the EAC
 - Online discussion forum capability; allowing members to share ideas.
 - Security measures that will accommodate secure information for EAWiBP members vs. information available to the general public.
 - Ability to track number of visitors, web pages most visited etc.
 - Any other component that EAWiBP may deem necessary.
2. Work with EAWiBP to develop content for the website. Activities here may include collecting existing content and populating the database.
 3. Develop hosting requirements for the site. These will include content to do with data backup, security, etc.
 4. Perform all the necessary activities related to deployment of the website.
 5. Perform Search Engine Optimisation activities of the website.
 6. Warranty for a period of 1 year for the system.
 7. No cost post-implementation support for a period of 6 months.
 8. Training of users and the web administrator.
 9. Provide documentation for the site that shall include the Initial Assessment Report, System documentation, User Manual, Administrator Manual, Test Reports, etc.

Methodology

The methodology of the assignment is as follows:

- **Requirements Gathering.** The consultant is expected to meet EAWiBP and some of its members to understand their needs so as to develop a suitable solution. An initial assessment report of EAWiBP will be the main deliverable. Among other deliverables of the website, the report will highlight the capabilities of EAWiBP to handle the site in terms of Hardware, Software, Network and Human Resource. It should also highlight the key component that will be included in the site.

- Work with EAWiBP in the development of content.
- Design of the Website and Development. The development should only start after EAWiBP is happy with the designs. At least 3 options must be provided.
- Validation and testing of the Website.
- Training of Users and the Web Administrator.
- Deployment and support.

Reporting

The consultant will report to, and work under the day-to-day directions of EAWiBP and TradeMark East Africa.

Timeframe

The assignment will be for a period of 2 months

- Requirements Gathering 1 week
- Content Development 2.5 weeks
- Design and Development 2.5 weeks
- Validation and Testing 1 week
- Training and Deployment 1 week

Coordination

The consultant shall be supervised by a representative from EAWiBP and TradeMark East Africa.

Qualifications

The consultant shall have the following qualifications:

1. Should be a legally registered in any East African Community country as a company that provides ICT services.
2. At least 2 members of the team should have degrees in the Information Technology, Computer Science, Computer Engineering or any other related course from an Accredited University.
3. The company should have proven experience in the development of websites, portals and other complicated ICT systems for at least 3 years; and should have done at least 5 similar assignments in the last 3 years.
4. The team composition should have at least one Web Designer and One Developer.
5. Should have filed for tax returns for at least the past 2 years.

6. Specific and in-depth expertise in any content management system, preferably one that can be easily scaled to integrate with mobile applications, payment systems, etc.
7. Excellent communication skills and the capacity to be responsive to changing needs and requirements as communicated by EAWiBP.
8. The consultant should have excellent skills in CSS 3, HTML5, Bootstrap 3.x, PHP 5.x and Databases preferably MySQL 5.x.
9. The inclusion of a team member with knowledge of intra-regional trade in the EAC will be an added advantage.

Application process

The consultant is requested to submit a technical proposal containing CVs with academic and professional/ training certificates of the proposed team and financial proposal to the EABC not later than 10/03/2017. The application should be addressed to **The Coordinator, East African Women in Business Platform.**

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