UNICEF Pacific
TERMS OF REFERENCE (Institutional)

Website Developer for Pacific Regional Council for Early Childhood Development (PRC4ECD)

Requesting Section: Programmes (ECD)
Date/updated date: December 2019
Programme Area and Specific Project involved: Building Better Brains (MFAT-supported)

Background
With funding support from the New Zealand government, UNICEF is supporting the Pacific region in making concrete advances on early childhood development (ECD). In October 2019, UNICEF hosted the Pacific ECD Forum that showcased the significant progress on ECD across the region, promoted south-south learning, and catalysed even stronger political commitment to ECD. In a historic announcement, the forum endorsed the Pacific Regional Council for ECD (PRC4ECD) to be comprised of Ministers from education, finance, health and social welfare from 15 Pacific island countries, with a steering committee comprised of Permanent Secretaries from the same sectors. PRC4ECD will provide political support to achieve even more significant advances on ECD in the region through a 10-year workplan, with specific milestones leading to the achievement of the Sustainable Development Goals in 2030. The council will also support a knowledge management platform that promotes the dissemination of evidence and technical resources on ECD across the Pacific, including documentation of progress on ECD made by Pacific island countries. UNICEF remains as the secretariat of this council.

Purpose of Assignment
The purpose of this consultancy is to develop a website for the Pacific Regional Council for ECD and make it an effective platform for knowledge-sharing and advocacy on ECD.

Objectives
The consultancy supports the strengthening of strategic governance, coordination, management and service delivery of ECD in the Pacific.

Scope and Methodology
Under supervision of the ECD Manager of UNICEF Pacific, with support from other UNICEF specialists, the consultant is required to design and produce a website for PRC4ECD that is functional, user-friendly and visually appealing; to organize advocacy and technical content to raise the profile of PRC4ECD and the work of its partners; give visibility to ECD and promote South-South cooperation; monitor the progress of ECD made by Pacific island countries through an ECD dashboard and possibly a regular newsletter.

Work Assignment/Specific Tasks
Under supervision of the ECD Manager and in discussion with other relevant members of PRC4ECD, the specific tasks are the following:

- Liaise with relevant stakeholders to understand users’ needs and identify corresponding user interface requirements, workflows and functionalities, including a mechanism by which to share technical resources and updates on ECD and a possible monitoring dashboard on key indicators on ECD;
- Create design options, wireframes, storyboards and prototypes to propose options for implementation, including a consistent visual language for PRC4ECD (font, formatting, icons, images, etc.);
- Develop corresponding user interface components as needed;
• Design the website structure, considering the requirements from PRC4ECD – user-friendly, easy to update and maintain, flexible navigation and search function, attractive site and page layout, clear catalogues and folders for knowledge storage, website must have security layer;
• Collate content, organise it in web friendly format and upload all assets to the approved web pages, with the consultant being responsible for obtaining the hosting domain and uploading approved content to the hosted site (UNICEF will pay for the hosting and domain fees);
• Upon site approval, provide the necessary support in launching the website;
• Support the development of search engine optimization (SEO) and google analytics for website monitoring;
• Ensure social media integration works effectively for all pages (shareable content) and content is properly reflected when links shared on social media platforms;
• Create admin panel to manage the website;
• Train UNICEF and other relevant colleagues, as secretariat of PRC4ECD, on the admin panel, including development of a simple user manual for UNICEF to perform content upload, system maintenance, and administration.

The selected consultant shall guarantee to fix all the bugs on the site and make the needed design and content changes on the interface for one year after launch. The source code shall belong to PRC4ECD and UNICEF.

Work Schedule/Work Plan
The duration of the consultancy is 50 working days, spread within the period starting from 01 February to 10 April 2020, for the design and set up of the website. The warranty service and service concerning the design and content changes on the interface will be limited to one year.

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Duration</th>
<th>Timeline/Deadline</th>
<th>Schedule of payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website template proposal</td>
<td>10 days</td>
<td>14 February 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Web interface</td>
<td>10 days</td>
<td>28 February 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Launch of web application on the assigned server (uploaded content and configured to meet performance and security)</td>
<td>10 days</td>
<td>13 March 2020</td>
<td>40%</td>
</tr>
<tr>
<td>Review of website</td>
<td>10 days</td>
<td>27 March 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Documentation (source code of programming, technical documents/manual)</td>
<td>10 days</td>
<td>27 March 2020</td>
<td>10%</td>
</tr>
<tr>
<td>System maintenance and admin training on performance, security, backup, etc.</td>
<td>10 days</td>
<td>10 April 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Technical support (maintenance, fixation, improvement)</td>
<td>Up to 1 year after launch</td>
<td>09 April 2021</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50 days</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Payment schedule
The schedule of payment is outlined in the table above and is deliverable-based. Payments are triggered by satisfactory submission of specified deliverables and accompanying invoices. Any deliverable not meeting the required specifications will have to be reworked and resubmitted at no additional cost to UNICEF.

Deliverables
See deliverables as outlined in payment schedule above.
Supervision
The work of the consultants will be supervised by the ECD Manager, with technical support from the IT and Communications team of UNICEF Pacific.

Official Travel
No travel is expected for the completion of this work assignment.

Work Place
The consultant will work from own home place and will not be provided any equipment, office space or other services by UNICEF. He/she is expected to provide his/her own laptop and use his own software for the development of the website, unless previously agreed with UNICEF.

Qualification or Specialized Knowledge/Experience Required:
Education:
Completion of Secondary Education required and or completion of Tertiary Education in the specific area of communication and/or multimedia preferred

Experience:
▪ Minimum of 5 years-proven experience designing visually appealing and navigation-friendly websites;
▪ Familiarity and relevant experience in using different Content Management Systems, preferably Drupal as open source CMS;
▪ 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;
▪ 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 for websites;
▪ Ability to work within deadlines and to understand and meet demands of a variety of stakeholders;
▪ Previous experience working with UN and other Pacific regional organizations.

APPLICATIONS
Applications must include:
• Cover letter summarizing how you meet each of the requirements listed above;
• Brief workplan to lay out how the website will be designed and implemented;
• Company details, including (i) company profile paying attention to the description of the company expertise in the concerned field; (ii) latest audited financial statement, (iii) Track record-list of clients for similar services in the past three years, including online links to samples of previous work;
• A financial proposal to complete the assignment.

Please note that UNICEF will not pay any additional fees or expenses outside those outlined in the contractual agreement with the selected consultant.

Please refer to technical and financial evaluation criteria breakdown in Annex 2.

Advertisement Period: 14-28 February 2020

Closing date: 28 February 2020

Prepared by Joy Millan, ECD Manager (Signature & Date):

(Signed) – 8/1/2020
Reviewed by Narendra Wagley, Deputy Representative Operations: (Signature & Date)

(Signed) ____________________________

Approved by Vathinee Jitjaturunt, Deputy Representative Programmes: (Signature & Date)

(Signed) – 15/1/2020 ____________________________
ANNEX 1: PROPOSAL EVALUATION

Overview: Each proposal will be assessed first on its technical merits and subsequently on its price. Responses deemed not to meet all of the mandatory technical requirements will be considered noncompliant and rejected without further consideration. The proposal with the best overall value, composed of technical merit and price, will be recommended for approval. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

Technical evaluation: The total maximum score allocated for the technical proposal is 70 points based on the criteria outlined in the table below. Only proposals which receive a minimum technical score of 50 points will be considered further.

<table>
<thead>
<tr>
<th>Item</th>
<th>Technical Evaluation Criteria</th>
<th>Max. Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Overall Response</strong>&lt;br&gt;e.g. the understanding of the assignment by the proposer and the alignment of the proposal submitted with the ToR</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>1.1 Completeness of response</td>
<td>5</td>
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<td></td>
<td>1.2 Overall concord between ToR requirements and proposal</td>
<td>5</td>
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<tr>
<td>2</td>
<td><strong>Company/Team and Key Personnel</strong></td>
<td>30</td>
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<td></td>
<td>2.1 Range and depth of organizational/team experience with similar projects</td>
<td>15</td>
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<tr>
<td></td>
<td>2.2 Samples of previous work</td>
<td>15</td>
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<tr>
<td>3</td>
<td><strong>Proposed Methodology and Approach</strong>&lt;br&gt;e.g. Work plan showing detail sampling methods, project implementation plan in line with the project</td>
<td>30</td>
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<tr>
<td></td>
<td>3.1 Proposed work plan showing an approach to implementation of the tasks with clear project planning and ability to meet deadlines</td>
<td>15</td>
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<td></td>
<td>3.2 Implementation strategies, monitoring and evaluation, quality control mechanism</td>
<td>15</td>
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<tr>
<td></td>
<td><strong>TOTAL TECHNICAL SCORES</strong></td>
<td>70</td>
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</tbody>
</table>

Price evaluation: The price/cost of each of the technically compliant proposals shall be considered only upon evaluation of the above technical criteria. The total maximum score allocated for the price component is 30 points. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among candidates in the evaluation of the technical component. All other price proposals will receive points in inverse proportion to the lowest price.

Score for price proposal X = (Max score for price proposal X Price of lowest proposal)/(Price of proposal X)

Overall evaluation: The total maximum score for technical and price proposals is 100 points. The contract will be awarded to the institution/team with the highest points.