Skills for Inclusive Growth

TERMS OF REFERENCE

FOR WEBSITE DEVELOPMENT AND DESIGN SERVICES FOR SKIILS FOR INCLUSIVE GROWTH

Assignment Information: Project Basis
Duty Station: Virtually
Starting Date: 1st July 2023
Reporting to: ICT & Business System Specialist

BACKGROUND

Skills for Inclusive Growth (S4IG) is a bilateral initiative of Australian Aid with the Sri Lankan Government's State Ministry of Skills Development, Vocational Education, Research, and Innovation. The program is implemented by Scope Global.

S4IG works within the tourism value chain, developing skills models to support skills providers improve the performance of formal and informal enterprises, particularly supporting small business, applying an integrated approach supportive of inclusive economic growth. This includes:

- Fostering strong linkages with key stakeholders and influencers at provincial, district, and national levels.
- Creating strategic, impactful communications that further S4IG's program outcomes through government and industry partners.
- Ensuring our Innovative Skills Models and products are understood and available to stakeholders to use in the skills development system, including tourism agencies and employers.
- Raising awareness, supporting change management and organizational development, and advocacy efforts to bring about the necessary change.
- Supporting the public diplomacy initiatives by contributing to the economic growth of vulnerable groups, creating opportunities within the tourism value chain.

Skills for Inclusive Growth launched a new website in 2017 to ensure accessibility to all materials related to the work of the Skills for Inclusive Growth. The new platform has been five years up providing key information to our partners to showcase those models across Sri Lanka. S4IG is tasked with working with government and private agencies to communicate information on;

- Creating an enabling environment - national and sub-national governments implement innovations and policies that address skills and tourism development informed by S4IG models.

- Enhanced performance - Majority of micro and small enterprises operated by participants improve their performance.

- Inclusion and diversity - Majority of diverse participants increase their income.

To further enhance the new site and ensure the best experience to users, the Knowledge and Innovation Team is planning to conduct a series upgrade on the website.

OBJECTIVE

S4IG is in the process of revamping their current website. The aim for the new web sections and other webpages proposed in this TOR is to address this request and use this opportunity to further promote interaction and collaboration among key users of the site.

S4IG is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the current website. The templates will provide a new look-and-feel to the web and will unlock the potential functionalities of the current software while displaying the content in a more organized, attractive and user-friendly manner.

DELIVERABLES

- The S4IG website presents a new visual look and its functionalities are enhanced to provide a better experience to users.

- New sections are developed and integrated in the S4IG site.

- Develop a user manual and deliver a webinar for the support staff and system administrators to performcontent upload, system maintenance and administration.

- Support and maintenance: Administrative and technical support, quality control for a period of 6 months.

- Source code handover: Full source code including all developed libraries shall be handed over to S4IG.

Deliverables clause

Once a company/ individual is selected, the contract may be amended with a time and materials to capture new specific developments on the site upon request of the S4IG.

WORK SETTING

The work setting for the assignment will include different aspects:

Timing and duration of the assignment

- The duration of the contract will be 60 days and the expected starting date of 1st July 2023.

- The development of the website will be ready in 'two-month' time starting from the date of signing the contract.

- The user manual, webinar and the maintenance of the new webpages will be done from the 7th week of the contract.

Briefing/debriefing arrangements

- A first meeting/conference call will be scheduled for the S4IG team to brief the firm on the background information to develop each of the requested deliverables.

Reporting relationships and identification of responsibility for assessment of the services/outputs

- The company will work in close consultation and under the supervision of the ICT Business System Specialist. They will follow up the design process answering questions related to the documents.

- The Communications and Advocacy Associate and ICT, MIS and E-Learning Specialist in close consultation with the Team Leader will assess the services and outputs of the firm.

Support provided

- S4IG will grant access to the current S4IG website code and content including administration console, all documents and pages, plugins, themes and additional files.

WORK PLAN

Deliverables

All new developments listed in this section will be built in the current S4IG site operated.

1. New look and feel

- Following the S4IG branding guidelines, design a new look-and-feel for the S4IG site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visuallanguage of the new templates.

- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuringconsistency in fonts, formatting, icons, images, layout techniques.

- The new look and feel should be adapted to homepage, sections, subsections and the following componentsof the site: article template, resource webpage template, publication/guidance webpage template, country story webpage template, event webpage template.

- Standard page elements including header, footer, tabs, persistent navigation, contact us, email andpage print options should be included in the new templates.

- The new templates should guarantee that most recent content on the site is captured in automatically in thehomepage in an organized way following specific categories, tags or other custom taxonomies.

- All section and subsection webpages should incorporate functionalities to guarantee the latest information on that section and sub-section is displayed (news, resources, publication/guidance, country stories, events)

- Adapt the database of the S4IG site to include new categories to display the information in an organic way.

2. New sections

- Based on the agreed templates, develop four new web sub-sections to the S4IG site based on, but notlimited to the structure, functionalities and features defined in these terms of reference.

- The new subsections webpages should incorporate functionalities to guarantee the latest information onthat sub-section is displayed (news, resources, publication/guidance, country stories, events).

3. Functionalities to include in the new templates

The following features will be guaranteed through the new templates outlined in the section 1 &2:

Add feed links;

- Responsive design;
- Social sharing features – including twitter share by text selection and twitter feed by handle and hashtag.
  Multiple page styles and custom post types;
- Language options feature in resources and guidance templates;
- Search function by news, type of publication/guidance, type of resource, events, country story and issue;
- Search resources by free text;
- Interactive map;

- Link the site with other platforms such as yammer and other S4IG microsites;
- Redirection of the Password protected pages. (Yammer, etc.)

4. Knowledge transfer

- Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

5. Support and maintenance

- Support and maintenance: Administrative and technical support, quality control for a period of 6 months;

6. Source code handover

Full source code including all developed libraries shall be handed over to S4IG.

Tasks

- The successful company will participate in a debriefing session with the KIT and other program areas to understand the overall project and expectations.

- Base on the debriefing session and this TOR, the company will develop a design concept for the site. The vendor will share a maximum of three proposals with the S4IG team.

- The company will adjust concept based on feedback and comments from the S4IG team.

- The vendor will develop the visual concept and language for the site adapting it to the different components outlined in the section "deliverables" and adjusting it based on feedback and comments from the S4IG team.

- To create responsive CSS and graphic design elements and to integrate or adapt existing CSS and graphic design and make it responsive.

- Development of web sections and content upload.

- Integration and final approval by Team leader.

- Test site before going live.

REQUIRED SKILLS AND EXPERIENCE

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm / individual with at least 3 years of prior experience designing visually appealing and navigation friendly web sites;

- Familiarity and relevant experience in using different Content Management Systems (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 including use of PHP, HTML 5, 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;

PAYMENT SCHEDULE AND TIMELINE

Deliverables
The S4IG website presents a new visual look and its functionalities are enhanced to provide a better experience to users*
Four new sections are developed and integrated in the S4IG site*
Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.
Source code handover: Full source code including all developed libraries shall be handed over to S4IG

* All templates should have the functionalities outlined in deliverables section (3).

Payment Release

Signing of agreement	45%
After submitting the final web development and design	55%

INTELLECTUAL PROPERTY

All outputs and intellectual property created during this assignment, including but not limited to system code, system design, data, findings, results, solutions, recommendations and any other documents and designs developed throughout the project shall be owned by S4IG. The Service Provider shall develop materials and recommendations assuming current business processes and retention of current duties, accountabilities and responsibilities but may make recommendations for changes. Documents provided to S4IG shall be considered "draft" until S4IG provides feedback and comments which the service provider shall incorporate, as appropriate; at that point, the document will be considered "final" by the Service Provider. If no comments are received by the service provider, the "draft" will be considered final by S4IG

CONFIDENTIALITY

Information relating to the evaluation of proposals and recommendations concerning awards shall not be disclosed to those who submitted proposals or to other persons not officially concerned with the process.

All S4IG proprietary data shared with the service provider shall be governed by a non-disclosure agreement as part of the agreement.