

Call for Proposals

Terms of Reference for Design and Website Development

I. About FORUM-ASIA

The Asian Forum for Human Rights and Development (FORUM-ASIA) is a network of 82 member organisations across 23 countries, mainly in Asia. Founded in 1991, FORUM-ASIA works to strengthen movements for human rights and sustainable development through research, advocacy, capacity development and solidarity actions in Asia and beyond. It has consultative status with the United Nations Economic and Social Council, and consultative relationship with the ASEAN Intergovernmental Commission on Human Rights. The FORUM-ASIA Secretariat is based in Bangkok, with offices in Jakarta, Geneva and Kathmandu. www.forum-asia.org

Objective

FORUM-ASIA is looking for a design and website development consultant/firm to revamp its WordPress-hosted website as part of its organisational rebranding exercise to mark its 30th anniversary this year. With the new core values introduced in 2020, and a new strategic plan that will be launched this year, FORUM-ASIA envisions a website that is responsive, visually appealing, user friendly, and able to reflect the organisation's new identity and branding.

The consultant/firm will develop a design concept and identify/develop a new WordPress theme that reflects FORUM-ASIA's branding guidelines and website information architecture, and support the transfer of knowledge including all source code and visual elements for FORUM-ASIA to perform content upload, system maintenance and administration.

II. Deliverables

1. A design concept reflecting FORUM-ASIA branding and website information architecture.
2. Identify/develop a new WordPress theme.
3. A revamped FORUM-ASIA website that presents an engaging and aesthetic visual look and its functionalities are enhanced to provide a better experience to users via browser and mobile devices.
4. The website contains fully functional management systems that support the migration or relocation of existing content.
5. The website is aligned with FORUM-ASIA's identity and branding guidelines.
6. The website reflects FORUM-ASIA's key messages and design concept (link [here](#)).
7. Develop a user manual and GitHub that include full source code and handover instruction for FORUM-ASIA's communications programme and IT support to perform content upload, system maintenance and administration.
8. Handover raw files of newly-developed visual content to FORUM-ASIA.
9. Support and maintenance: Administrative and technical support, quality control for a period of 3 months after the website is launched.

IV. Functionalities to include in the new website:

The following features will be guaranteed through the new website theme

1. A website with responsive design (Desktop, Tablet, Mobile), aligning with UX/UI design in every detail.
2. Interactive map to reflect FORUM-ASIA member organisations and activities.

3. FORUM-ASIA branding guideline (downloadable).
4. Search function by free text.
5. Search with filter function by types of interventions/publications/events/year/countries/issues.
6. Sign up for monthly e-newsletter.
7. Social sharing features (Facebook, Twitter, Instagram, LinkedIn, youtube) – including twitter share by text selection and twitter feed by handle and hashtag.
8. Donation plugin to FORUM-ASIA's USD account in Geneva.
9. Link the site with other platforms such as other FORUM-ASIA microsites.
10. Add feed links.
11. Multiple page styles and custom post types.
12. Set up two-factor authentication (2FA) and CAPTCHA for the website.

V. Timeframe

The duration of the contract will be 5 months and the expected starting date is 20 September 2021. The revamped website will be ready in two months' time starting from the date of signing the contract.

VI. Work setting:

The work setting for the assignment will include different aspects:

Timing and duration of the assignment

20 September- 20 November 2021: Briefing, conceptualisation, website completed

20 November 2021- 20 February 2022: Administrative and technical support (quality control)

Briefing/debriefing arrangements

- Orientation: A first briefing will be scheduled for the FORUM-ASIA communications team to orient the consultant on the background information, rebranding concept and information architecture to develop each of the requested deliverables. Based on this briefing and documents provided, the consultant will develop a design concept reflecting FORUM-ASIA branding and web information architecture.
- Implementation: During the contract period, meetings will be scheduled between the consultancy firm and FORUM-ASIA's communications team and IT team to assess and evaluate the process.
- Knowledge transfer: At the end of the contract period, a debriefing will be scheduled for the consultancy firm to transfer relevant knowledge and source code, and address aspects of system maintenance and administration of the website.

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

The consultant will work in close consultation and under the supervision of the Communications and Media Programme. They will follow up the design process answering questions relating to the information provided. The Communications and Media Programme and IT support unit will assess the services and outputs of the consultant.

Support provided

FORUM-ASIA will grant access to the current FORUM-ASIA website code and content including WordPress

administration console, all documents and pages, plugins, themes and additional files.

VII. Required skills and experience

- Demonstrable experience designing visually appealing and navigation friendly websites
- 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/branding
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress, including Advanced Custom Fields Plugin and templates for WordPress.
- 5+ years' professional software development experience with at least 2 year as a WordPress Developer.
- 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, MySQL, MariaDB, jQuery, Advanced HTML, CSS, XML, JavaScript.
- Experience with Git, configuring Google Analytics, Google Tag Manager and Google Search Console, Google Web API development is an advantage.
- Able to use Linux Server and have knowledge in Docker

VIII. Application process

Interested applicants are requested to submit the following documents to communication@forum-asia.org with the subject: **Web design and development_NAME** in the subject line

- A cover letter describing relevant experience
- A portfolio of webs with similar functionalities developed in WordPress
- CV of the consultant/consultancy firm
- A financial proposal to address the work