Group Development Pakistan

Terms of Reference
Title: Web Development Services

Consultancy: Group Development Pakistan (GDP) is looking for a web developer to design, develop and maintain a website.

1. Background

Promoting and Protecting the Rights of women and Girls (PPRG) by improving the structural, institutional and socio-cultural response to sexual and gender-based violence (SGBV) in Pakistan is project being implemented by Group Development Pakistan (GDP). The project focuses on better promoting and protecting women and girls' rights - including girls from religious minorities - through closer partnership between the state, the civil society, and media to provide ethical and quality support in line with SDG 5 and 16.2, the UNCRC, CEDAW, ICCPR and other international treaties impacting girls and ratified by the country.

Under PPRG project, a complementary project component titled "Insaaf Watch" is being initated. Insaaf Watch aims to generate increased awareness, sensitivity to and inclusion of the rights of vulnerable groups (women and girls) by law & policy makers, justice actors, civil society, media, communities, children & youth in Pakistan. More precisely, the activities under Insaaf Watch will reinforce the political, institutional, and social buy-in of women's rights in Pakistan by:

a) creating an accessible government-led & synergic women's rights related momentum and structure

b) improving the capacities of law/policy makers and citizens to promote and protect women's rights and eventually help counter VAWG in Pakistan.

2. Scope of Work

  a) Domain and Hosting: The developer will propose and assist GDP in purchasing the domain and and preferred hosting for at least two years. Proposed domain names: **www.InsaafWatch.com, www.InsaafWatch.org, www.InsaafWatch.pk**

  b) Selection of Platform: The web developer will discuss the scope of work, index of the website and required functionalities and based on which s/he will propose a platform for development of the Insaaf watch website.

  c) Website Design & Development: The developer will design a unique template and share several options with GDP team for review and discussion. The theme must be unique and catchy, whereas the color scheme should match the logo of Insaaf Watch. The Insaaf Watch website must present a unique visual look and its functionalities are enhanced to provide a better experience to users.

Based on the selected theme, the web developer will design and develop the website in line with the content shared by GDP team. We are looking for a contemporary and trendy design and ease of use and functionality with an aesthetic display. Nothing too crowded but nothing too blank either. Design concept, development & installation will be proposed by the developer.

d) **Necessary Coding:** To be proposed by the developer, preferably a platform that offers innovative features and is easy to manage (WordPress).

e) **Search Engine Optimization:** The website development and coding must follow latest SEO techniques.

f) **Support and Maintenance:** Administrative and technical support, quality control for a period of 6 months (till March 2022).

g) **Source Code Handover:** Full source code including all developed libraries shall be handed over to GDP.

3. Key Deliverables

a) Communicate with the hosting service provider when needed, anticipating and resolving issues of online security, viruses and other threats.

b) Host and administrate a source code repository for all components of the websites.

c) Support the integration of third-party code and modules.

d) Handle all regular website backups and website content downloads as needed.

e) The web developer will address issues related to hosting/cloud, web hosting /system administration support for certain websites/elements.

f) The web developer will be responsible to provide a complete website maintenance services and upgradation service for GDP's website developed on WordPress.

g) The Web developer will create, analyse, and update the pages and templates of the Insaaf Watch website based on requirement.

h) Implementation of pages based on visual design templates, and system integration.

i) Content Management System (CMS) upgrades as needed.

j) Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.

k) Standard page elements including header, footer, tabs, persistent navigation, contact us, email and print options should be updated as required.

4. Duration of Assignment:

Expected start date is October 2021 and the consultant will be engaged to develop and manage the website till March 2021.

5. Eligibility Criteria

- Bachelors in Software Engineering or relevant field with atleast 2 years of experience in designing and developing websites.
- Excellent English writing skills is a must, the developer must ensure that no mistakes in spellings, punctuation and grammar while updating the content shared by GDP team.
- Only individual web developers can apply.
- The service provider must demonstrate and provide examples of previous experience in the performance of similar services as follows. At least 3 years of prior experience designing visually appealing and navigation friendly websites.
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress or other more advanced but user-friendly system that may be proposed by developer/company to us
- 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
- Be able to meet deadlines.

6. How to Apply

Intested candidates need to submit the Expresion of Interest at earliest via e-mail to hr@gdpakistan.org . The EOI must include but not limited to:

   i. Cover letter
   ii. CV
   iii. Work plan (tentative) with details of proposed website
   iv. Experience, proven previous track record similar assignment , sample links
   v. List of similar assignment & clients
   vi. Legal documents (registration certificate, tax certificate/status, bank account details)

The financial proposal must include all direct and in-direct costs and inclusive of all applicable taxes. Due to urgency EOI will be reviewed on rolling basis and close before the deadline.