



TERMS OF REFERENCE
WEB DEVELOPMENT CONSULTANCY

Organization	Kenya Association of Manufacturers (www.kam.co.ke)
Project	Website Development
Position type	Consultancy
Study/Assessment topic	Design and Website Development
Duration	6 Months
Reporting to	Head of Corporate Communications and Marketing
Working with	ICT Officer /Digital Officer- KAM
Starting date	Immediate
Application deadline	22 nd May 2020

1. ABOUT KAM

Kenya Association of Manufacturers is the representative organisation for manufacturing value-add industries in Kenya.

Established in 1959 as a private sector body, KAM has evolved into a dynamic, vibrant, credible and respected business association that unites industrialists and offers a common voice for businesses.

KAM provides an essential link for co-operation, dialogue and understanding with the Government by representing the views and concerns of its members to the relevant authorities.

In pursuit of its core mandate of policy advocacy, KAM promotes trade and investment, upholds standards, encourages the formulation, enactment and administration of sound policies that facilitate a competitive business environment and reduce the cost of doing business.

KAM desires to enhance its online presence through a functional and interactive website that will serve it's over 1000 local members as well as other key publics.

2. WEBSITE OVERVIEW AND DEVELOPMENT OBJECTIVE

KAM 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.

3. SCOPE OF THE ASSIGNMENT

DELIVERABLES

- The KAM website presents a new visual look and its functionalities are enhanced to provide a better experience to users.
- Develop a user manual and deliver a training to the support staff and system administrators to perform content 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 KAM IT officer.

4. WORK SETTING

The work setting for the assignment will include different aspects:

1. Timing and duration of the assignment

The duration of the contract will be six months and the expected starting date is 25th May 2020. The development of the site will be ready in two-month' time starting from the date of signing the contract.

The user manual and the maintenance of the new webpages will be done from the third month of the contract.

2. Briefing/debriefing arrangements

A first meeting call will be scheduled to brief the firm on the background information to develop each of the requested deliverables.

3. 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 KAM communications team and IT Officer.

The KAM team in close consultation with the KAM IT Officer will assess the services and outputs of the firm.

4. Support provided

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

5. Work plan

Deliverables

1. New look and feel

- Following the KAM branding guidelines, design a new look-and-feel for the site capturing the different functionalities outlined in this TOR. The company will develop a graphic concept and the visual language of the new templates.
- Ensure a consistent visual language on the new site by introducing fixed styles in templates ensuring consistency in fonts, formatting, icons, images, layout techniques.
- The new look and feel should be adapted to homepage, sections, subsections and the following components of 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 and page 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 the homepage 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, and events).
- The current sections and sub-sections of the site should be adapted using the new templates.

2. Functionalities to include in the new templates

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

- 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;
- Signup for latest news;
- Link the site with other platforms such as mykam and other KAM microsites.

4. Knowledge transfer

Develop a user manual and deliver a training 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 for a period of 6 months;

6. Source code handover

Full source code including all developed libraries shall be handed over to KAM ICT officer.

6. 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 with at least 5 years of prior experience designing visually appealing and navigation friendly web sites;
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- 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 HTML, XHTML, 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;

7. TERMS OF PAYMENT

The fee and the exact terms of payment will be negotiated with the consultant.

8. DOCUMENTS TO BE INCLUDED IN THE PROPOSAL

If you have the required qualifications and are interested in this contract, please submit:

- A proposal describing the previous work done in this area;
- A portfolio of previous work of webs with similar functionalities developed in Word Press;
- Tax Compliance Certificate
- A financial proposal to address the work.

Manner of submission

- a. Your proposal shall be prepared in the English Language.
- b. Your proposal shall comprise the following documents:
 - Study component and
 - Financial component.
- c. Each copy will be on a separate envelope clearly marked and indicating the name of the firm and whether the proposal is the study or financial.
 1. 2 copies of proposals shall be submitted and marked "Original" on one and the second one "Copy".
- d. Please attach a copy of your PIN certificate, Certificate of Incorporation, up to date Tax compliance and ETR registration certificate.

Content of Proposal

i. Study Component

- a. Description of the firm/consultant qualifications; [Refer to TOR].
- b. Detailed proposed approach and methodology.

- c. Timing of activities and reports.
- d. Evidence of the past related experience (give contact details of the past clients and attach awards contracts)

Proposed team structure; showing detailed profiles of proposed project team members, minimum qualifications (attach CVs).

ii) Financial (Price Component)

The price component shall have a cover letter wherein your firm/institution's authorized representative affirms the following:

- a. A summary of the price;
- b. The period of its validity;
- c. Taxes
- d. Other costs if any (indicating nature and breakdown).

In addition, the price component must cover all the services to be provided and must itemize the following:

Note: Quote should be in Kenya Shillings.

Deadline for Submission

The proposals are to be submitted to **KAM HOUSE** by 22nd May 2020 4:00 PM EAT. **Late submissions will not be opened.**

Please Label the Envelope "CONSULTANCY SERVICES TO UNDERTAKE ENVIRONMENTAL COMPLIANCE SERVICES AND CURRICULUM DEVELOPMENT FOR KENYA ASSOCIATION OF MANUFACTURERS"

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