

TERMS OF REFERENCE FOR WEBSITE DEVELOPMENT CONSULTANCY

1. Introduction on the Organization

The International Institute for Legislative Affairs (IIA) is a not-for-profit organization that works with policymakers in government Ministries, Departments, Agencies, Parliament and other stakeholders in the policy and legislative process to draft and advocate for pro-people policies and legislation. IIA works in several thematic areas including Health Governance, Tax Justice, and Natural Resources Governance. Our approach to work is evidence generation to inform policy advocacy, legislation drafting, media advocacy and capacity building interventions.

2. Context of the Consultancy

IIA currently has a website that requires enhancement to better serve its mission. The new website should be user-friendly, interactive, and effectively showcase IIA's work and achievements. The goal is to create a digital platform that not only provides information but also engages users and facilitates interaction with IIA's initiatives and resources.

3. Scope of Assignment

The consultant will be tasked with:

- i. Conducting a needs assessment to identify user requirements and expectations for the new website.
- ii. Designing a website architecture that supports easy navigation and accessibility.
- iii. Developing a visually appealing and responsive website that aligns with IIA's branding.
- iv. Integrating interactive features that enhance user engagement, such as forums, feedback forms, and multimedia content.
- v. Ensuring the website is optimized for search engines and mobile devices.
- vi. Providing training to IIA staff on website management and content updates.
- vii. Implement security measures, including SSL certification, data encryption, and adherence to Data Protection Act requirements to protect user data and ensure compliance with relevant laws.

4. Expected Deliverables

The consultant is expected to deliver:

- i. A comprehensive needs assessment report detailing user requirements and design recommendations.
- ii. An initial prototype of the website for review and feedback, including at least two rounds of revisions based on stakeholder input
- iii. The final website, fully developed and functional, along with documentation on its features and management.
- iv. A training session for IIA staff on how to operate and maintain the website.
- v. A post-launch support plan over a 7-month period following the launch including:
 - a. Content Uploading – Support for uploading content to the website.

- b. Section Reworking – Assistance with reworking website sections as needed to ensure optimal functionality and user experience.
- c. Team Support – Ongoing support for the ILA team to address any issues, questions, or updates required during the support period.
- d. Troubleshooting – Timely troubleshooting and resolution of any technical issues that arise post-launch to ensure the website operates smoothly and efficiently
- e. Support Response Times - Defined response times for critical issues (within 24 hours) and non-critical issues (within 72 hours).

5. Expert Profile

The ideal consultant should possess:

- i. A degree in web design, computer science, or a related field.
- ii. Proven experience in developing websites for non-profit organizations or similar entities.
- iii. Strong skills in user experience (UX) design and responsive web development.
- iv. Familiarity with content management systems (CMS) such as WordPress or Drupal, website analytics tools, and SEO best practices.
- v. Excellent communication skills for effective collaboration with ILA staff.

6. Selection Criteria

Consultants will be evaluated based on least cost-based selection method. The technical evaluation committee shall evaluate the technical Proposals based on their responsiveness to the Terms of Reference, with a minimum technical score required being 70 Points and above. The most economical cost will be awarded after the financial analysis

No.	Criteria	Max Points (100)
1	A degree in web design, computer science, or a related field.	10
2	Relevant experience in website development, particularly for non-profit organizations.	30
3	Quality and creativity of previous work samples.	30
4	Proposed methodology and detailed timeline for the project, including clear milestones	10
5	Familiarity with content management systems (CMS) such as WordPress or Drupal, website analytics tools, and SEO best practices.	20
	Total Points	100

7. Supervision

The consultant will be supervised by the Communications and Digital Advocacy Officer, with support from the Policy Development Officer. Regular updates and meetings will be scheduled to ensure alignment with IIIA's objectives.

8. Confidentiality of Information

All information shared with the consultant during the course of this assignment must be treated as confidential. The consultant will be required to sign a non-disclosure agreement (NDA) to this effect.

9. Consultancy Duration

The consultancy is expected to be completed within a period of three months, starting from the date of contract signing. Key milestones will be established to ensure timely progress.

10. Budget & Payment

The Consultant will submit a detailed budget in the EOI for consideration by IIIA. The final terms will be stipulated in the consultancy contract.

11. Submission of Proposals

Interested consultants must submit both a technical and financial proposal with the subject clearly marked: **"Website Development Proposal for IIIA"** to the email address: info@ilakenya.org on or before **May 30, 2025**.

The technical proposal should include the following:

- a. A clear understanding of the Terms of Reference (ToRs)
- b. Relevant experience with at least three similar assignments
- c. Proposed approach, work plan, and demonstration of competence
- d. Assessment of the cost-effectiveness of the proposal
- e. References from previous clients
- f. Curriculum Vitae (CVs) of key experts involved

The financial proposal should be itemized and presented in a separate document.