



DEFENDERS
COALITION

CALL FOR EXPRESSION OF INTEREST
REVAMPING OF THE DEFENDERS COALITION WEBSITE
TERMS OF REFERENCE (TORS)

Deadline 20 April 2024

1. Introduction and Background:

The Defenders Coalition is the National Coalition of Human Rights Defenders–Kenya, a national organization incorporated in the Republic of Kenya as a Trust. Its mission is to strengthen the capacity of human rights defenders (HRDs) to work effectively in the country and to reduce their vulnerability to the risk of persecution, through protection, capacity building, and advocacy for a favorable legal and policy environment. Established in 2007, Defenders Coalition is the only national organization that works primarily for the protection of HRDs.

Our mission is to Champion the safety, Security and wellbeing of Human Rights Defenders focusing on four main areas:

- a. Supportive policy, legal and institutional Framework of HRDs.
- b. HRDs protection (Safety and security)
- c. Social Economic Wellbeing of HRDs
- d. Institutional Development

2. Purpose

The Defenders Coalition is a leader in the human rights movement in Kenya. Among other areas, the Defenders Coalition prides itself as an integral point for knowledge generation and information sharing among various stakeholders. Some of the stakeholders that the Defenders Coalition serves and collaborates with include HRDs, donors, CSOs, government agencies, media, members of the public, Board of Trustees, embassies, development partners and unions. The Defenders Coalition website serves as a crucial platform for disseminating information, engaging stakeholders, and promoting our mission. However, to ensure its effectiveness and alignment with current industry standards, there is a need for comprehensive website improvement.

2. Objectives:

The need for this new website is to offer a centralized repository of information on human rights, human rights defenders, civil society organizations to enable the various stakeholders to access information in a timely and reliable manner.

The aim of revamping of our website is to achieve an interactive experience for all users as well as to further promote collaboration among key users of the site.

Specifically, the revamping of the website is to:

- a. Enhance user experience to improve navigation and accessibility.
- b. Update website design to reflect the organization's branding and identity.
- c. Implement additional features or functionalities to better serve our audience.

3. Scope of Work:

The scope of work for the website improvement project includes:

- a. Conducting a comprehensive audit of the existing website to identify strengths, weaknesses, and areas for improvement.
- b. Developing a plan for website redesign, including layout, color scheme, typography, and imagery.
- c. Implementing necessary changes to improve website navigation, functionality, and user interface.

l. Integrating search engine optimization (SEO) techniques to enhance website visibility and ranking.

e. Ensuring compliance with web accessibility standards and regulations.

f. Enhancing website security measures to protect against potential threats and vulnerabilities.

g. Providing training and documentation for website administrators on managing and updating the improved website.

A. Documentation and training materials for website administrators.

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

C. Finalized website with improved UX/UI, performance, and security measures implemented.

6. Budget:

The budget for the website improvement project shall cover expenses related to website audit, redesign, development, testing, training, and any additional resources required. The successful applicant will be required to provide a budget in Kenya Shillings.

7. Evaluation:

The success of the website improvement project will be evaluated based on the achievement of project objectives, adherence to timelines and budget, and feedback from stakeholders and website users.

REQUIRED SKILLS

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

- a. Be a reputable firm with at least 5 years of prior experience designing visually appealing and navigation friendly websites;
- b. Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- c. 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;
- d. Have excellent knowledge of recent trends in graphic design, web sites, including online video publishing, and social media networking;
- e. Demonstrate the ability to create innovative and visually appealing design;
- f. Key professional staff qualifications and competence needed for the assignment;
- g. Demonstrate grounding on human rights and human rights defenders operating environment.
- h. Experience and expertise in developing and maintaining good relationships with institutional donors or corporations.
- i. Experience of working in multicultural contexts.
- j. Strong analytical, strategic thinking and planning skills and ability to work under tight deadlines.
- k. Proficiency in English or Kiswahili.

APPLICATION PROCEDURE AND DOCUMENTS TO BE INCLUDED IN THE PROPOSAL

If you have the required qualifications and are interested in this call for proposals, please submit:

1. A technical proposal detailing the methodology and work plan;
2. A portfolio of previous work of webs with similar functionalities developed in WordPress;
3. CVs of the lead developer and team that will be involved in the revamping work;

4. A financial proposal to address the work. The lump-sum fee which you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL budgetary considerations.

All applications to be sent to Defenders Coalition Executive Director via info@defenderscoalition.org copy procurement@defenderscoalition.org by 20 April 2024 with the subject line THE DEFENDERS COALITION WEBSITE REVAMPING

Disclaimer Defenders Coalition is an equal opportunity employer, committed to ensuring diversity, inclusivity and gender equality within our organization and work. Defenders Coalition, thus will recruit/award the consultancy to the most qualified person /company irrespective of race, color, marital status, sexual orientation, religion, gender, ethnicity. Only successful candidates will be contacted.