

## **TERMS OF REFERENCE**

### **Website developer for the design and management of a website for the Ghana Civil-Society Cocoa Platform**

**Duration: 21 days from signage of contract**

#### **1. Background**

SEND has been working to influence national policies through advocacy and participation in the sectors of agriculture, health, education, public finance policy and good governance. SEND also has extensive experience in the cooperation and coordination of NGO networks. Since 2018 SEND Ghana has been supporting the political representation of cocoa farmers in national policy interfaces. Through this initiative civil society actors in the cocoa sector have founded the Ghana Civil Society Cocoa Platform (GCCP), which works together to improve the livelihoods of cocoa farming families and to preserve natural resources in cocoa growing regions. With support from INKOTA netzwerk and the Federal Ministry for Economic Cooperation and Development, SEND is currently implementing another chapter of cocoa advocacy project titled “Strengthening Civil Society Actors in Ghana and Germany in Multi-Actor Partnership to contribute to Sustainable Cocoa Supply Chains”. By strengthening the role of civil society organizations in multi-stakeholder partnerships on sustainable cocoa, the project contributes to the development and implementation of new and innovative strategies to improve the living conditions of cocoa farming families and protect natural resources in cocoa-producing countries. Founded in 2019, the Ghana Civil-Society Cocoa Platform currently has active membership of 26 organisations comprising of farmer groups/cooperatives, NGOs, trade union and media association being coordinated and networked on national and international level. The platform is significantly contributing to strengthening the technical and methodological capacities of the actors involved and initiates dialogue talks with various actors in the cocoa sector.

#### **2. Purpose of the assignment**

SEND GHANA is seeking a professional website developer to design and manage a website for the Ghana Civil-Society Cocoa Platform (GCCP), as part of its visibility strategy.

#### **3. Details of how the work should be delivered**

The designer would be expected to perform/deliver the following:

- Hold a briefing meeting with SEND GHANA to gain an understanding of the civil society platform and what the website must entail.
- Submit a first draft webpage for SEND’s review
- Submit a second draft webpage for finalization
- Host and manage website within an agreed duration.

#### 4. Deliverables:

- This will be a simple website with basic features including:
  - Home            -About            - Resources            -Event/updates            -
  - Members            -Gallery            -Contact
- Any added value feature per consultant's recommendation.

#### 5. Timeline of Deliverables

<b>Deliverables</b>	<b>Days</b>
Attend briefing meeting with SEND GHANA	Within 2 days of signing contract
Submit first draft webpage	Within 14 days of signing contract
Submit second draft webpage	Within 18 days of signing contract
Submit final webpage with all features including social media handles etc.	Within 21 days of signing contract

#### 6. Reporting requirements

The consultant will report to the SEND GHANA IT officer, GCCP Coordinator, Deputy Country Director and Communications Officer, who will provide feedback and guidance on their performance. The consultant is expected to deliver each component of the workplan electronically.

#### 7. Support provided by SEND GHANA

SEND GHANA will provide the web developer with:

- Basic information on the platform (mission, objectives, membership, earlier engagements etc)
- Guidelines for the German Ministry of Economic and cooperation development branding

#### 8. Qualifications and experience

The consultant is expected to possess the following qualifications:

- At least five (5) years of professional website designing and management experience
- Demonstrated experience in content management system integration, graphics/layout, forms, plugins, domain registration, web hosting, SEO/marketing etc.

## **9. Expression of interest**

The professional designer should express his/her interest through a technical and financial proposal submitted to SEND GHANA by electronic mail to [career@sendwestafrica.org](mailto:career@sendwestafrica.org). The technical proposal should include a motivation letter accompanied by summary of company or individual's operations particularly in line with this assignment, and three samples of recent work. The financial proposal should specify an all-inclusive estimated fee for the website, including a breakdown of necessary costs such as design, hosting, marketing, management support

These documents should be submitted before close of work on Monday, September 13, 2021. Only selected candidates will be contacted.

The final selection will be based on the principle of "best value for money" (i.e., achieving the desired outcome at the lowest possible fee).

Payments will be based on the deliverables and made in local currency. SEND reserves the right to withhold all or a portion of payment if performance is unsatisfactory, or if work/outputs are incomplete or not delivered on time.

## **10. Intellectual property**

All information pertaining to this assignment (reports, statements, pictures, videos, links, project documents, etc.) that the consultant may come into contact with throughout the performance of their duties shall remain the property of the GCCP, which has exclusive rights over their use. Except for the purposes of this assignment, the information shall not be disclosed to the public nor will it be used without the written permission of SEND GHANA.