



Cooperating to Disarm

TERMS OF REFERENCE

RECSA WEBSITE REDESIGN

Background Information

The Regional Centre on Small Arms and Light Weapons in the Great Lakes Region, the Horn of Africa and Bordering States (RECSA) is an intergovernmental organisation whose mandate is to build capacity of Member States, to coordinate and monitor the implementation of the Nairobi Protocol for the Prevention, Control and Reduction of Small Arms and Light Weapons.

RECSA has a current membership of 15 States who are signatory to the Nairobi Protocol, namely: Burundi, Central Africa Republic, Republic of Congo, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Seychelles, Somalia, South Sudan, Sudan, Tanzania and Uganda.

RECSA's interventions include institutional development, weapons and ammunition management, advocacy and public education, as well as monitoring and evaluation. To effectively discharge its mandate, the RECSA Secretariat needs to carry out intentional, strategic and coordinated communication activities with the Member States as well as strategic partners including governments, multilateral agencies, development partners, the media, the public and civil society organizations.

Scope of work

RECSA seeks to recruit a communication consultant to assist in enhancing RECSA as an entity that represents core values as set out in our strategic plan. Using a holistic approach, we seek to enhance RECSA as a brand that can inspire trust and respect, while making clear that it represents our mandate in the region.

RECSA also seeks to create a bold and comprehensive visual identity coupled with experience that reflects our strategic interventions and achievement over the years. Our focus is on cultivating meaningful interactions with our target audience

Deliverables

1. Development of a SEO ready website
 - ✓ A bilingual responsive website that will act as a key tool for awareness raising and visibility on the progress of implementation of the Nairobi Protocol for the Prevention, Control and Reduction of Small Arms and Light Weapons in the Great Lakes region, Horn of Africa and Bordering States
 - ✓ A website presenting a new visual look and its functionalities are enhanced to provide a better experience to users

- ✓ Use of online methods to increase awareness of RECSA brand through internet based strategies such as unlinked mentions, search engine optimization and social media presence
- 2. Activate RECSA's social media platforms
- 3. Develop a website user manual and train support staff and system administrators to perform content upload, system maintenance and administration
 - ✓ Source code handover: Full source code including all developed libraries shall be handed over to RECSA

Timeline

The estimated period of performance is one (1) month

Required skills & experience

- ✓ Be a reputable firm or individual with at least (number of 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;

Terms and conditions

Interested parties are requested to submit the expression of interest by 20th October 2022. Applicants should send the following documents to the procurement procurement@recsasec.org; copy to info@recsasec.org;

- ✓ Expression of Interest explicitly addressing the stated deliverables, with qualifications and portfolio
- ✓ Cost of services, including required deliverables

For any queries, please contact Procurement via email address above or +254 (020)3876023

Selection Criteria

Parties will be evaluated on the following criteria:

- ✓ Demonstrated past experience developing brand identities for global organizations
- ✓ Demonstrated past experience working with diverse stakeholders
- ✓ Cost of proposed services