

Terms of Reference (ToR) to design and develop a new website for Antennna Foundation Nepal (AFN)

1. Background

Established in 2002, Antenna Foundation is one of Nepal's premier communications and production houses. Constantly challenging itself and seeking innovative ways of providing comprehensive media interventions, outreach support services, distinct radio and television programs, Antenna Foundation helps raise public awareness, promotes behavior change, and supports media advocacy. A team of 50 professionals and a network that spreads across most remote corners of the country assure that we are capable of providing media programs and services that conform to the specific objectives of its clients while trying to attain its vision of creating a pluralistic, harmonious and vibrant society.

2. Purpose

AFN intends to replace its existing website: www.afn.org.np with a new website with enhanced usability, navigability and visibility. The new website is expected to facilitate increased social media interactivity and to have high standard graphic layouts that effectively carry AFN's brand image. It should have a robust CMS that can effectively manage large amounts of data and audio/ video files. As such, AFN calls for proposals from experienced and qualified firms to undertake the task as stated in Terms of Reference below:

3. Scope of Work

Under the guidance of the Point of Contact as assigned by AFN, the service provider is expected to undertake the following tasks:

- Develop a visually appealing layout and structure for the web site
- Develop a Content Management System based on an appropriate web platform
- Integrate effective search functions
- Incorporate social media platforms, including a call-to-action platform
- Investigate and propose options to set up a constituent relationship management system [for managing AFN's current free toll IVR, SMS service systems and newsletter]
- Plan and propose a strong archiving system of AFN audio video program recordings
- Guide AFN through web hosting needs and security measures
- Install the AFN website on the server and make an temporary arrangement for hosting of the current website until the new website is launched
- Provide secure webmail services as per AFN's needs
- Develop user manual for AFN website and the CMS, also including common troubleshooting guidelines that do not require specialized IT knowledge
- May provide regular and annual maintenance service of the new AFN website based on AFN requirements
- Train AFN staff on how to manage the new website CMS

4. Requirement Specifications

4.1 Site Design

- A visually appealing, crispy graphic layouts that espouse AFN's corporate characters and enhances its brand image
- A design that allows regular improvements on look and features
- A responsive design across multiple devices, such as mobile phone and tablets and multiple browsers

3.2. CMS

- A dynamic CMS that allows website update even by AFN staff without specialized technical skills
- Incorporate AFN social media platforms such as Facebook, Twitter, YouTube etc
- High search engine optimization features
- Incorporation of Google Analytics
- Secure webmail service

3.3. CRM

- Wherever viable, features for receiving/sending texts, receiving IVR contents/ PSA download through IVR, newsletter management

3.4. Information Architecture

(With search functions/ links to partners/supporters/donors at appropriate places)

- | | |
|---|-------------------------|
| - Uppermost right: Home /SMS&IVR/
Listen live/job/Contact | - SAMI |
| - Uppermost left: AFN Logo | - Radio Doko |
| - Menu bar: About Us/ Our
works/Download programs/Media
Centre/Get Involved | - Gau Gau Singha Durbar |
| | - Adhyaro Ujjyalo |

Download Programs

Ongoing

- Mai Sari Sunakhari
- Hilkor
- Radio Bahas
- Gau Gau ma Singha Durbar
- etc

From Archive

- A
- B and so on

Media Centre

- News & Press Releases
- Videos & Audios
- Documents
- Contact

Inner pages:

About Us

- About AFN
- Our Approach
- Executive Board
- Staff profiles
- Vacancies
- Annual Report
- Contact Us

Our Work

- MSS/HK
- Panch Minute
- RISE
- Radio Bahas

Get Involved

**Please note that these headings and subheadings are only indicative, and we will expect the selected service provider to research and draw on its past experience and expertise to guide AFN through a discussion of its needs in order to determine the site's information architecture.*

5. Contents of the proposal

The proposal should include:

- A detailed plan on how the service provider intends to address each component of Requirement Specifications above.
- Technology profile with resource allocations (not mentioned in this RFP) that the service provider proposes to employ while performing the tasks stated under Scope of Work, with regard to web server, hosting, CMS, framework, and technology, such as Sound Cloud to be adopted for archiving of AFN audio video files
- Detailed methodology for carrying out this project, including the timeframe and major milestones to be achieved within the timeframe
- Financial proposal with budget breakdown based on the deliverables outlined in this ToR
- A detailed portfolio containing firm's qualifications and experiences with samples of previous work (e.g. web links to previous work) and CVs of the proposed team members, including the contact person, for the project.

Proposals with subject line 'Proposal for AFN Website Design and Development' should be emailed to: antenna@afn.org.np or hand-delivered to Antenna Foundation Nepal office, Kusuntimarg, Jawalakhel, Lalitpur, Phone: +977 5000084, 500080

All proposals must be received by or on 30 August 2017, 5:00pm. (Only shortlisted candidates/organization will be contacted).