

# TERMS OF REFERENCE

## WEBSITE UPDATE CMS AND LAYOUT

### 1) BACKGROUND

ChildFund's Sport for Development programs provide children with opportunities to play, learn and grow.

Using integrated sport and learning curricula, young people from vulnerable communities are equipped to overcome challenges, inspire positive social change and take active leadership roles within their communities.

Under ChildFund Australia's guidance, all Sport for Development programs contribute to achieving gender equality, reducing inequality, and ending violence against children, reflecting targets within the UN Sustainable Development Goals.

Participants also develop critical social and emotional skills which help them to achieve personal goals, build empathy, manage emotions, develop positive relationships, and make responsible decisions.

Each program delivers high quality, evidence-based social outcomes, across a range of sports. ChildFund's biggest rugby for development program, Pass It Back, is a key component of the Rugby World Cup 2019 Impact Beyond legacy program.

ChildFund is recognised as a Pioneer Organisation within the International Safeguards for Children in Sport, which ensure that children are physically and emotionally safe across sport. Work is undertaken with sports partners around the globe to ensure that the safeguarding of children and vulnerable adults in sport is a priority.

ChildFund Australia is an independent international development organisation that works to reduce poverty for children in developing communities, and is a member of the ChildFund Alliance, a global network of 11 organisations assists 16 million children and their families in over 60 countries.

#### **ChildFund Sport for Development Website**

With the domain name childfunds4d.org secured in October 2020, the website is an owned media channel on which ChildFund Sport for Development will communicate with the public. The website purpose is to house information on ChildFund's Sport for Development programs across Asia and the Pacific, providing news and information updates, insight into the monitoring and evaluation process and access to resources for those in the sector.

ChildFund will also continue to run a website (currently childfundpassitback.org) as the primary site for major event partnerships). This site is able to administer donations in multiple currencies and it is critical that the connection between this new website and the existing website provide a seamless user experience.

Information is to be shared in English.

### 2) CONSULTATION OBJECTIVE

The consultancy is expected to achieve the following objectives:

a) Review the new layout and propose the CMS

- b) Provide the technical gadgets that make the website compatible and feasible to be hosted on Microsoft Azure. Specifically, these include:
- i) CMS on WordPress 5.2.3
  - ii) Secure Sockets Layer
  - iii) Mobile compatible
- c) Maintenance services in the first 6 months after the website is completely hosted and open to public viewer.

### **3) SCOPE OF WORK AND TIMELINE**

In order to achieve the above objectives, the consultant is expected to carry out the following tasks within the timeframe from 04 Jan 2021 and 30<sup>th</sup> Mar 2021:

- Desk review of existing, relevant background information
- Review the proposed layout
- Propose and construct the CMS
- Provide an SSL certificate
- Migrate the website to Azure
- Train the website administrator in using the CMS
- Maintain the website for 6 months after it is successfully hosted on Microsoft Azure

### **4) DELIVERABLES**

The consultants are expected to provide the following deliverables by 30th March, 2020

- a) A CMS on Wordpress 5.2.3 to manage the website
- b) At least 2 ChildFund staff know how to manage website content

### **5) REQUIREMENTS FOR THE CONSULTANT**

- Proven experience and knowledge on website construction
- Familiar with web CMS and hosting services
- Strong coordination/organization/networking skills
- Excellent analytical, communication, design and coding skills

### **6) PROPOSAL SUBMISSION**

The Proposal should be submitted in English by email to [info@childfundpassitback.org](mailto:info@childfundpassitback.org) before close of business (GMT+7) on 1 December 2020.

The Proposal should be specified in terms of:

- A technical proposal that sets out methodology, detailed working plan to achieve the objectives within expected timeframe, budget and detailed timeline to undertake these assignments
- Up-to-date CV(s) of the consultant(s). In case the applicant is an organization/company, add an up-to-date portfolio.

Note: Only candidates selected for an interview will be contacted.

## WEBSITE STRUCTURE

Page Name	Details	Notes
Home Page	Intro about ChildFund Sport for Development <ul style="list-style-type: none"> <li>• Values</li> <li>• History</li> <li>• 'By numbers' (programs, participants etc.)</li> </ul>	Want to keep this fairly simple and light. Clean design and provide an overview of who, what, and how we do our work.
About Us	Short video that explains programs, theory of change and monitoring and evaluation.	Deeper look at programs, video to highlight participants, coaches and partners.
Programs and Partnerships	Programs page with stories on each (similar to what is already on ChildFund Australia Sport for Development page). <ul style="list-style-type: none"> <li>• Program Overview</li> <li>• Pass It Back</li> <li>• Reconnect</li> <li>• Cricket for Good</li> <li>• One Netball</li> <li>• Safeguarding in Sport</li> </ul>	Provide a written overview of programs and different types of partners, including donors.
News	News stories from across various programs, highlights, features, coach profiles etc.	News stories that vary month to month.
Measuring Change	Highlighting our Measuring Change approach and how programs have positively impacted children and their communities.	Important one to highlight, shows the evidence of why our work is relevant and its importance.
Resources	Publications or reports	Sneak peaks of curricula.
Header and footer	Social media links, sponsors and partners across the bottom	Explain how to include partners in our site given we have a large range of partners.