CALL FOR GRAPHIC WEB DESIGNER

About PAL Network

The People’s Action for Learning Network (PAL Network) is a south-south partnership of countries working across three continents. PAL Network members conduct citizen-led assessments and/or citizen-led actions aimed at improving learning outcomes. The Network is organised around four strategic pillars of assessment, action, research and advocacy. Visibility, as part of advocacy, is at the heart of the Network. The website plays multi-functions of information sharing and serves at the gateway for visitors of the Network.

Purpose for the call

We are looking for a graphic web designer to redesign our website with a modern WordPress theme. The designer will:

- Work closely with the PAL communication team to finalise the wireframe and develop a new website concept that aligns with the PAL Network 2020-2023 Strategy.
- Use the UI design to develop the website to completion.
- Ensure that the multi-functional website is easy to navigate for users and has a balance between text and visuals.
- Support the PAL team to transition from the existing to the new website through an elaborate knowledge transfer.

The website shall be presented in the three Network languages of English, French, and Spanish. The language of the assignment shall be English.
Deliverables

The designer shall be expected to deliver the following three broad deliverables:

a) **A new website designed.** The designer shall:
   1) Finalise the drafting of the wireframe with the communication team and use this wireframe as guided by the PAL branding guidelines to design a new website concept with an up to date WordPress theme.
   2) Design mock-pages and templates for various pages, infographics, themed pictures, banners, slideshows, and custom forms as needed. The templates shall include article template, resource webpage template, publication/guidance webpage template, member webpage template, and event webpage template.
   3) Ensure a consistent visual language on the new site by introducing fixed styles in templates consistent fonts, formatting, icons, images, and layout techniques that comply with the PAL branding guidelines.
   4) Design standard page elements, including header, footer, tabs, persistent navigation, contact us, email, and page print options.
   5) Ensure that the templates and sections guarantee that the most recent content on the site is captured automatically on the homepage in an organized way following specific categories, tags, or other custom taxonomies.

b) **A responsive design with the following functionalities developed and included in the new website**
   1) Adding feed links.
   2) Social sharing features – including Twitter, YouTube, Instagram, Facebook, LinkedIn by handle and tags.
   3) Multiple page styles and custom post types.
   4) Language (English, French and Spanish) options feature in resources and guidance templates,
   5) Search function by the news, type of publication/guidance, type of resource, events, member story, and issue, free text and interactive map.
   6) Signup for the latest news.
   7) Link the site with other platforms, including members’ websites, partners, and social media.

c) **Knowledge transfer on the website facilitated.** The designer shall:
   1) Develop a user manual for the PAL communication staff and system administrators to perform the content upload, system maintenance, and administration.
   2) Deliver a webinar targeting the communication staff and system administrators to perform the content upload, system maintenance, and administration before the launch of the new website.
   3) Work closely with the system administrator to launch the new website.
   4) Provide any post-launch support to the PAL team. Such support shall be agreed upon at the inception point.
Requirements for applicants

Interested applicants should have the following skills and attributes:

a) **Technical Skills**
   1) Strong Photoshop, Illustrator and InDesign skills
   2) Experience in using in Adobe Xd / InVision or similar
   3) Experience in HTML/HTML5, CSS/CSS3, Wireframing, Staging servers
   4) Deep understanding and experience of front-end web design (WordPress, Mobile, and Desktop website)
   5) Demonstrate understanding and experience of UX principles and user journeys
   6) Strong typography and layout skills
   7) Excellent graphic design, image manipulation, and optimisation skills
   8) Strong command of written English language

b) **Person Skills**
   1) Excellent attention to detail
   2) Able to create and interpret a creative brief and provide responses that add genuine value
   3) Able to deliver within a short turnaround time

c) **Interpersonal Skills and attributes**
   1) Should be able to work with a diverse team with different perspectives
   2) Excellent communication skills

Applications

If you have the required qualifications and are interested in this assignment, please submit a technical and financial proposal integrated as one document to include the following:

1) A profile of the applicant not exceeding two pages. The profile should include the links to show the portfolio of previous work of webs with similar functionalities developed in WordPress.
2) CVs to include qualifications and experience for leading developers, graphical integration, graphic design, and, to some extent, migration; If different people are expected to perform these tasks, the CVs should be separated. Each CV should be a maximum of two pages.
3) Daily fee and the approximate number of days. If the team has more than one person, the daily fee should be a consolidated for all the team members and inclusive of ALL considerations, including taxation.
4) Timeframe by week for the implementation of the assignment.
5) Applicants can check our website [www.palnetwork.org](http://www.palnetwork.org) to aid in framing the proposals.
6) The full application should not exceed ten pages.

Applications should be submitted to [jobs@palnetwork.org](mailto:jobs@palnetwork.org) by 1700hrs (East Africa Time) by Friday June 5, 2020.