Request for Proposals

PAL Network Website Redesign

JOB TITLE: Website Designer
POSITION: Consultancy
LOCATION: Remote

I. About PAL Network
The People’s Action for Learning (PAL) Network is a south-south partnership of 15 member organisations working across Africa, Asia, and the Americas to support children’s foundational learning. Member organisations conduct citizen-led assessment and action intervention programs aimed at improving learning outcomes.

II. Project Background
PAL Network’s website (www.palnetwork.org) was built and developed in 2015, and the new site will launch in September 2021. The website is the first experience and interaction with PAL Network users and a key source of information for visitors. PAL Network website consists of users new and returning users. New users are interested in knowing who we are, what we do, where we work and our impact. The returning users are interested in news, resources, etc.

PAL Network is seeking an independent consultant or agency to redesign and build a modern website (www.palnetwork.org). By updating the website, we hope to achieve the following.

i. We aspire to have a simple and easy website to access.
ii. The new website shall showcase our work and bear the look and feel of an NGO with a global outlook.
iii. It will look good and work on modern browsers, desktops and mobile.
iv. It will seamlessly run in PAL Network languages, English, French, Spanish and Portuguese.
v. It will enable users with low bandwidth challenges to access pages quickly.

III. Services and Features/Deliverables
Content finalization: The consultant or agency will work with PAL Network team to finalise the draft content for the new website. The content will keep users engaged through a variety of texts, images, infographics and videos.

Branding. The consultant/agency will help develop PAL Network’s digital brand specific to the website - www.palnetwork.org that adheres to existing branding guidelines outlining the use of graphics, photography, web fonts, icons, and page stylization.

Content Management System. The consultant/agency will build and deploy a modern Content Management System (CMS) platform and advise PAL Network about site structure and domain architecture. The consultant/agency will equally create a rollout plan to redirect content during site launch and migration.

Homepage. The PAL Network homepage is a landing page and a first impression. The new website must communicate PAL Network’s identity, brand, and focus areas.
Flexible page templates. Based on the provided digital branding guideline, the consultant/agency will design, build and implement responsive interface design options accessible from all devices.

Alerts/Announcements. When PAL Network wants to popularise an event/activity, the website must display banner messages on the homepage.

Social media. The website should display images and social media icons as well as the search icon.

Google analytics integration. The new website should facilitate google analytics integrations that allow tracking of website performance.

Ease of use for administration interface: Regardless of the CMS used, we expect a simple administration interface for the PAL Network team managing the website.

CMS manual: We expect a style and template guide for administration and editors with guidelines in an easy-to-access format.

Testing: The selected consultant/agency will work in partnership with Zenith Media (domain host) to conduct testing and ensure the new site is better than the old website in terms of speed, etc.

Maintenance and troubleshooting: We envision two weeks to monitor and address and emerging concerns omitted in the testing.

Project management: We value seamless planning, open communication that bolster understanding between the PAL Network and the consultant or agency. We prefer weekly online meetings with the core team to check project status and address and emerging concerns.

IV. Project Timeline
The table below represents an outline of the maximum timeframe available for this project.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Complete by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terms of Reference available</td>
<td>11 June</td>
</tr>
<tr>
<td>Receive proposals- Deadline</td>
<td>25 June</td>
</tr>
<tr>
<td>A consultant or agency finalist presentations</td>
<td>30 June</td>
</tr>
<tr>
<td>Final consultant or agency selected</td>
<td>5 July</td>
</tr>
<tr>
<td>Engagement begins</td>
<td>10 July</td>
</tr>
<tr>
<td>A site launch</td>
<td>28 August</td>
</tr>
<tr>
<td>Engagement ends</td>
<td>10 September</td>
</tr>
</tbody>
</table>

V. Your proposal
Consultant/agency background: Please provide us with detailed background information on your agency and the portfolios of your project team.

Portfolio. Share relevant examples of websites you have created (that are structurally like this one), what worked and how you will address challenges that could arise.

Motivation for this project: We want an accessible and visually appealing website. Please share a few links that illustrate websites that you think deliver on these concepts.

Your approach for this project: Describe how you would approach the deliverables, any support required from PAL Network, expected timeline

Budget: Share the budget cost for this project- inclusive of taxation. We expect a budget of not more than $ 5,000.

References: Please provide us with three references including, the name, email, and work done with the client.
Presentation: PAL Network will invite the selected consultant/agency for a one-hour virtual meeting to present technical proposals and answer questions for the PAL Network. Please bring the team whom you expect to lead the redesign project if selected.

VI. Selection criteria
The proposal evaluation criteria committee will evaluate your proposals based on the following criteria:
1. Diverse in skills, experience, and backgrounds in redesigning websites.
2. Availability to execute this assignment.
3. A portfolio of past work provided that is relevant to this project.
4. A proposed budget not more than $5,000.
5. The proposed approach and timeline are thoughtful, realistic and lay out a clear path to a successful launch www.palnetwork.org by September 2021.

VII. How to submit your proposal
The deadline to submit your proposal is 1700hrs (East Africa Time) on 25 June 2021. Please send your submissions to jobs@palnetwork.org copy to ikipruto@palnetwork.org. The subject line should read ‘RFP: PAL Network website redesign.’