

TERMS OF REFERENCE – WEB DESIGNER

1. About Usawa Agenda

Usawa Agenda (hereinafter “Usawa”) is a not-for-profit organization duly registered and working in Kenya, with a vision of a Kenya where every child benefits from quality education. This is a vision that Usawa, previously existing as the Uwezo program, has pursued since its inception 11 years ago.

We work in all the 47 counties of Kenya, and our mission is to promote equitable access to quality learning opportunities. We do this through research, innovation and evidence-based stakeholder engagement. Usawa is organized around three core units: Research and Evidence, Monitoring, Learning & Evaluation and Communication and Engagement. These core units are supported by Usawa’s Operations and Finance unit. For more information, see <http://www.usawaagenda.org>

2. Purpose

We are looking for a graphic web designer to redesign and modernize our existing corporate website with a modern WordPress design. The designer will:

- Redesign the website to the organization’s expectation,
- Ensure that the multi-functional website is easy to navigate for users and has a balance between text and visuals.
- Support to transition from the existing website to the new website through an elaborate knowledge transfer.

Briefing/debriefing arrangements

A first meeting/conference call will be scheduled for the Usawa team to brief the designer on the background information to develop each of the requested deliverables.

3. Overall Objective of the Assignment

Designer will report to the Executive Director, and work in collaboration with ICT staff, you will be responsible for ensuring that the website is redesigned as per our organization’s requirement within the stipulated time.

3.1. Specific Objectives

- a) Redesign all the existing website pages and sections with the appropriate corporate colors to make the site's look and feel better. (Visual Friendly site)
- b) Add Social sharing features – including Twitter, YouTube, Facebook, LinkedIn by handle and tags,
- c) Multiple page styles and custom post types,
- d) Enhance the sites security.
- e) Reorganize the existing site elements to be placed in better site locations. (Subscription and unsubscribe to Newsletter, Events calendar, Archives, Latest News Update sections, Sidebars and notice boards)
- f) Make the website more interactive for our users, users can leave comments and feedback.
- g) Design standard page elements, including header, footer, tabs, persistent navigation, email.
- h) Deliver a webinar targeting the ICT team to perform the content upload, system maintenance, and administration before the handing over of the new website.

4. Qualifications

4.1. Skills and Competencies

Technical Skills

- 1) Strong command on Adobe Photoshop, and Illustrator.
- 2) Experience in HTML, CSS, Wireframing.
- 3) Deep understanding and experience of front-end web design (WordPress, Mobile, Tablet and Desktop website).
- 4) Demonstrate understanding and experience of UX principles and user journeys.
- 5) Strong typography and layout skills.
- 6) Excellent graphic design, image manipulation, and optimization skills.
- 7) Strong command of written English language.
- 8) Should be able to work with a diverse team with different perspectives.
- 9) Excellent communication skills.

4.2. Professional Experience

Must have worked on other projects that were designed using WordPress; with great experience working with both CSS, HTML and other programming languages.

5. Conditions

- Remuneration will be paid subject to the satisfactory completion of assigned tasks;
- Usawa reserves the right to withhold all or a portion of the remuneration if performance is deemed unsatisfactory;
- Unless otherwise agreed by Usawa, the Consultant will use his/her own office resources and materials in the execution of this assignment;
- The designer shall not, both during the time of the task and after its expiration disclose any proprietary or confidential information relating to this Consultancy without prior written consent from Usawa.
- Usawa reserves the right to modify these terms of reference at any time.

6. Instructions for Application

To apply, please submit the following in MS Word or PDF formats to info@usawaagenda.org; and copy to ed@usawaagenda.org.

- Share portfolio of previous works with similar functionalities developed using WordPress;
- A consolidated quote indicating the cost as per the specific objectives highlighted above.

Deadline for applications: 5:00 PM EAT, Sunday 11th December 2022.

ONLY shortlisted candidates will be contacted.