

TERMS OF REFERENCE

PROVISION OF DIGITAL MEDIA MANAGEMENT AND SUPPORT - WEBSITE AND SOCIAL MEDIA

1. Introduction

FSD Africa wishes to contract a consultant/firm (the “Consultant”) to and support the FSD Africa Strategic Communications & Engagement Pillar in management of the organisational website and social media platforms (the “Services”).

The Services will involve *inter alia*: assessment/review and critic of FSD Africa’s digital landscape and audiences; recommendations for external engagement through digital platforms.

2. Project Background

2.1. About FSD Africa

FSD Africa is a specialist development agency working make finance work for Africa’s future. Based in Nairobi, FSD Africa’s team of financial sector experts work alongside governments, business leaders, regulators and policymakers to design and build ambitious programmes that make financial markets work better for everyone. Established in 2012, FSD Africa is incorporated as a non-profit company limited by guarantee in Kenya. It is funded by UK aid from the UK government.

2.2. Project context

We are seeking a consultant to provide expert technical maintenance and support of the website (www.fsdafrica.org) and to develop and implement technical solutions that improve the portals’ user-friendliness and ability to respond to the audience’s needs on an ongoing basis. In addition, the consultant is also expected to provide social media support to enhance FSD Africa’s digital presence on our existing platforms, i.e., LinkedIn, Twitter and YouTube making sure they are active and intriguing to our online audiences. The consultant will then be invited to propose a strategy for enhancing our reach and visibility, including the incorporation of another social media platform, such as Instagram.

The FSD Africa website is hosted on the WordPress platform and the consultant shall be expected to be flexible and responsive to the web portal support services requested as well as provide innovative ideas, develop and implement new features and recommendations to ensure that the website is current and cutting edge. The consultant will from time-to-time work with the website’s previous and current developer vendors, Soapbox and 5IVE Africa Ltd.

3. Project scope

3.1 Objectives

The primary objective of this assignment is:

- To provide website management and support; and
- To upscale FSD Africa’s social media presence and ensure that our online community receives regular updates on our results and impacts

3.2 Scope

The scope of the exercise will involve:

Website management & administration

- Optimise design and functionalities for improved knowledge management, including but not limited to improved and visually appealing lay out, responsive layout, ensuring intuitive navigation.
- Security: Adhere to and manage all aspects of website security to protect confidential member information and existing content (data, project information, contact details, etc.), and prevent defacing, etc.
- Optimise design and functionalities for improved knowledge management, including but not limited to improved and visually appealing lay out, responsive layout, ensuring intuitive navigation.
- Manage, edit, update and maintain the website.

On-going website development & improvement of site functionalities

- Analyse the existing and upgraded web site functionalities
- Maintain on-going development on existing sites and add new features where needed
- Manage, update and improve site navigation and information architecture
- Manage web design; enhancements to the sites' look and feel on an on-going basis
- Improving existing site designs for layout, graphics, etc., and developing innovative designs
- Redevelopment and design of pages/microsites
- Add webpages or microsites on an as needed basis depending on new developments that need to be highlighted
- Make use of search engine optimisation and continuous improvement of the website toward higher social media integration.

Specific features

- Development, design and implementation of new specific features on the websites based on requests from the team. These will occur on demand and the proposal should accommodate approximately 5 days per month for such developments.

Social media

- Develop a weekly and monthly content management plan based on FSD Africa's existing programmes, projects and results using a creative approach across FSD Africa's existing digital platforms.
- Plan and coordinate social media campaigns that enhance FSD Africa's programmes, projects, results and events across FSD Africa's digital media platforms.
- Maintain and systematically grow FSD Africa's current online community across all platforms (current and any future platforms that FSD Africa will see fit to join)
- Identify, recruit, and create conversations around FSD Africa's thematic areas with key influencers ensuring they are engaged in dynamic, interactive and meaningful ways.
- Respond to audience/users in a manner that shows that FSD Africa truly listens and invites constructive dialogue and commentary. Additionally, come up with a response sheet for Frequently Asked Questions (FAQs)

- Gather metrics, analytics using online monitoring and analysis tools and monitor engagement levels on different platforms. Measure what works and make recommendations based upon these measurements.
- Keep track of social media campaigns implemented by FSD Africa's stakeholders including governments, key private sector institutions, investors and international trade organisations and rope in FSD Africa to join the conversations
- Produce visuals/graphics, memes, and infographics, interactive PDFs, motion infographics, and gameification for use in social media campaigns
- Monitor trends in social media tools and applications and appropriately apply that knowledge to improve FSD Africa's position
- Ensure that all social networking strategies are compliant with FSD Africa's brand regulations and social media guidelines to ensure consistency
- Advice on new digital platforms that FSD Africa may want to engage in to enhance its presence.
- Help create training materials and guidelines, as necessary
- Develop a refreshed social media strategy for the organisation including development of a C-Suite level proposal for social media usage and best practices

4 **Outcomes and deliverables**

1. **Website management**

- A monthly analysis report detailing recommendations on ways to improve the design of the website.
- Maintain a bounce rate below 40% by optimising content and user experience
- Improve SEO rankings for key search terms, aiming for a 10% increase in organic traffic annually, resulting in higher ranking of the website
- Weekly report on updates made to the website
- Ensure a monthly increase of 5-10% in website visitors
- Time on page: Strive for an average time on page of at least 2 minutes across all pages
- Provision of a monthly and quarterly website analytics report
- Ensure the website maintains a mobile responsiveness score of at least 90% on Google's Mobile-Friendly Test

2. **Social media management**

- a. Monthly and quarterly social media report indicating current usage traffic, audience types, and detailing gaps/ opportunities
- b. Follower growth: Aim for a monthly increase of 5 - 10% in followers across all platforms
- c. Engagement rate: Maintain an average of 5 - 8% across all platforms.
- d. Regular refresher training of FSD Africa staff on social media use and management for the Strategic Communications Pillar, C-Suite and Communications champions within the organisation. This should be done at least once every quarter
- e. Response time: Maintain an average response time of under 2 hours during business hours.
- f. Create and update a comprehensive FAQ response sheet, ensuring all common inquiries received are addressed
- g. Digital content and activity plan with monthly status and review reports

h. Execution of digital content plan including monitoring and evaluation.

5 Timelines

The total duration of this assignment is 12 months.

6 Invitation to Submit Proposal

FSD Africa is inviting a proposal from a suitably qualified consultants/consultancy firm with the following requirements:

- In-depth expertise in the WordPress content management system by indicating how many sites have been developed using this platform.
- Extensive knowledge and experience of website development and management by making use of innovative technologies. Indicate no of websites developed. For each indicate what the % increase in the website visits was on the newly developed site.
- At least 4 years of progressively responsible experience managing digital social media platforms.
- Evidence of data visualisation and infographic skills for social platforms, with preference for NGO, finance or not for profit work. Show examples of infographics developed in the past 3 years.
- Evidence of motion based audio-visual content generation capacity with preference for in-house output to facilitate quick turnaround (short animations/GIFs). Show examples of motion graphics and animations developed in the past 3 years.
- Interactive publication capacity. Show examples of interactive publications produced.
- Ability to transform technical project content into easy digestible format that engages audience on social media. Show examples of infographics developed.
- Evidence of having developed digital content within the highlighted parameters on a Pan-African scale highlighting relevant countries and outputs

Your proposal, which should not exceed 13 pages (excluding annexures) and should be sent by email to bids@fsdafrica.org by **07 May 2024 at 1200hrs (EAT)**.

7 Basis of award

FSD Africa will award a contract to the Consultant based on the following criteria:

Mandatory requirements

Strong portfolio that demonstrates previous and relevant experience specifically for NGOs and international development organisations

Extensive knowledge and experience in content and data visualisation/presentation and layout with the ability to employ innovative dissemination instruments.

In-depth expertise in graphic design software, typography and motion based audio-visual content generation

Assessment criteria	Weighting (%)
Relevant, demonstrated experience and capacity of individuals in this area:	30%
Understanding/interpretation of the task set out in the TORs	30%
Content, quality, and originality of proposal	20%
Fee basis and total costs: $FS = 20\% \times LB/BP$ where: FS = is the financial score LB = is the lowest bid quoted BP = is the bid of the proposal under consideration. The lowest bid quoted will be allocated the maximum score of 20%. Fee quoted must be inclusive of applicable withholding tax	20%
Total	100%

8. Contact

Questions and reporting in respect to these terms of reference should be directed to bids@fsdafrica.org on or before **12:00pm, 29th April 2024 (EAT)**. Responses will be forwarded by **5:00pm (EAT) on 30th April 2024**.

9. Applicable Taxes

As per Kenya's tax law, FSD Africa will pay the Consultant after withholding the appropriate taxes at the applicable rate between Kenya and the Consultant's country of tax residence, considering any tax treaties in force. It is the responsibility of the Consultant to keep themselves apprised of these applicable taxes. The below table however provides guidance on the applicable rates as per tax regimes

Country	WHT Rate
Kenya	5%
United Kingdom	12.5%
Canada	15%
Germany	15%
India	10%
Non-resident rate for citizens of EAC member countries	15%
All other countries	20%