

**Terms of Reference**  
**for a national consultant to provide Web Management Services**

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<b>Practice area:</b>	Women's empowerment
<b>Location:</b>	Chisinau, Moldova
<b>Application Deadline:</b>	16 August 2016
<b>Type of Contract:</b>	SSA
<b>Post Level:</b>	National Consultant
<b>Languages Required:</b>	Romanian, Russian, English
<b>Starting Date:</b> (date when the selected candidate is expected to start)	5 September 2016
<b>Duration of Initial Contract:</b>	Up to 60 days within 6 months period
<b>Expected Duration of Assignment:</b>	5 September 2016 – 28 February 2017

### Background

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UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

UN Women is operational in Moldova on the basis of former UNIFEM projects, which were active in the country from 2007. Starting with 2014, a UN Women Country office has been established in the Republic of Moldova to provide continuous support for the Government, UN and Civil Society to promote gender equality and women's empowerment based on the four key strategic areas in Moldova: (i) Women lead and participate in decision-making at all levels, (ii) Women, especially the poorest and most excluded, are economically empowered and benefit from development, (iii) Women and girls live a life free of violence and (iv) Governance and national planning fully reflect accountability for GE commitments and priorities.

Moldova Country Office is currently implementing its strategic plan covering the period 2014-2017. This entails number of key momentums, including the completion of current and starting of new programs, raising funds for the new areas of engagement and focus, and implementing programs, including Women in Leadership and Violence against Women, Gender Responsive Budgeting, Romani Women, work in Transnistria, Women Labor Migration, as well as capacity building of CSOs, including in the framework of the Civil Society Advisory Group (CSAG).

UN Women places an important emphasis on communicating with beneficiaries and partners on development assistance results. For this purpose, UN Women Country Office seeks to embark on a series of targeted communications interventions that would showcase the results of programmatic activities and their ultimate impact on beneficiaries, facilitate the engagement of partners and the Moldovan public with its key messages and activities, and support its advocacy efforts.

In this context, the UN Women Country Office plans to develop and launch its official country website in English, Romanian and Russian languages.

The country website will adhere to UN Women branding guidelines and design approaches. The website is expected to be user-friendly, using the design template and content management system (Sitecore) provided by UN Women headquarters, adopting a smooth user experience and easy shareability of content on social media platforms, serving as a working tool for UN Women Moldova and as an information resource for its partners and the general public.

To this end, UN Women Moldova Country Office would like to hire a Web Management Consultant.

The expected output for the Web Management Consultant's assignment is to develop a website structure (sitemap), in consultation with both UN Women Moldova Country office and the global technical team; collect relevant content; adapt the meta data to Romanian language, set-up and test the website ensuring its full functionality including interactive features and seamless integration with social media channels; and train the UN Women Communications Officer and other relevant staff on the use of the WCMS and website content adding/editing.

### **Duties and Responsibilities**

The duties and responsibilities of the National Consultant are:

- Prepare the website development plan and structure in close consultation with the country office's Communications Officer, other relevant country office staff and the Website Specialist at UN Women headquarters.
- Set up the website on Sitecore, UN Women's corporate web content management system (WCMS), including the site structure, information architecture, sections, pages, publications, articles and multimedia features, with the guidance from the Website Specialist.
- Work with the Communications Officer to prepare content (texts, photos, multimedia, etc.) according to web content best practices and upload it to the website.
- Assign relevant metadata to the pages and uploaded content.
- Install and configure modules on relevant pages.
- Work with the Website Specialist and web developers at headquarters to identify, troubleshoot and resolve technical issues on the WCMS.
- Train the Communications Team and any other relevant staff based in Moldova on the use the WCMS website content adding/editing.

### **Deliverables:**

Deliverable	Estimated number of days	Percentage of milestone
<ul style="list-style-type: none"> <li>• Web-site structure (sitemap) signed off by both UN Women Moldova Country office and global technical team; This will include preparing the initial content (texts, photos, multimedia, etc.) and adding it to the website.</li> </ul>	Up to 40 days	66.67%
<ul style="list-style-type: none"> <li>• Website set up and tested, including metadata. Provide a report;</li> </ul>	Up to 14 days	23.33%
<ul style="list-style-type: none"> <li>• UN Women Communications Team trained on the use of the WCMS and website content adding/editing.</li> </ul>	Up to 6 days	10%
Total	Up to 60 days	100%

**Note:** UN Women Global team offers a website template (same as this: <http://www.unwomen.org/en>) and structure that needs to be adjusted and populated with content

The timeframe for the work of the Web management consultant is tentatively planned from early September to end December 2016, with an estimated total volume of work not to exceed 60 working days, coordinated in advance with the UN Women country office management, upon contracting.

**Note:** The mentioned number of working days has been estimated as being sufficient/feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of assignment. It cannot and shall not be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the National Programme Officer will be the only criteria for consultant's work being completed and eligible for payment/s.

### **Management arrangements**

Organizational Setting: The National Consultant will work under the overall guidance of the **National Programme Officer** and direct supervision of UN Women Communications Associate. The assignment does not require full-time presence at UN Women premises.

### **Travel and other logistic arrangements**

No specific travel arrangements apply for the current post. The National Consultant selected for this assignment will be responsible for all administrative and travel expenses associated with undertaking this assignment. All travels, if any shall be coordinated with UN Women Moldova CO management and shall be included in the total contract amount of the contractor. In the case of unforeseeable travel, payment of travel costs should be agreed upon, between UN Women Moldova CO and the Contractor, prior to travel and will be reimbursed.

### **Performance evaluation**

National Consultant's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

### **Financial arrangements**

Payment will be disbursed on a monthly basis, upon submission and approval of deliverables and timesheets with actual days worked and certification by the National Program Officer that the services have been satisfactorily performed.

### **Required Skills and Experiences:**

#### **Education**

- University degree in the field of Science/Technology/Engineering or Mathematics or other relevant field. Additional training in web design, and web-based content management is a strong asset

#### **Experience**

- At least 3 years' experience with managing websites using web-based content management systems, preferably Sitecore, and in coding HTML and CSS according to the latest web standards, including a solid understanding of mobile responsive design and web accessibility
- Proven experience with web taxonomies to categorize and tag web content, preferably with an understanding of gender-related issues
- Proven experience providing training and technical support to WCMS users
- Solid knowledge on website security and website hosting service
- Portfolio of at least 5 web-sites of moderate to high complexity developed for different organizations in the past 3 years, including at least one in the past 6 months.

#### **Language**

- Fluency in Romanian, Russian and English

## Evaluation Procedure:

The candidates will be evaluated in three stages: according to minimum qualification criteria; technical and financial evaluation.

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- University degree in the field of Science/Technology/Engineering or Mathematics or other relevant field
- At least 3 years' experience with managing websites using web-based content management systems, preferably Sitecore, and in coding HTML and CSS according to the latest web standards, including a solid understanding of mobile responsive design and web accessibility

The short-listed individual consultants will be further evaluated based on a cumulative analysis scheme, with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 500 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

- T is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% of 350 points obtainable under technical evaluation);
- C is the price of the evaluated proposal;
- C<sub>low</sub> is the lowest of all evaluated proposal prices among responsive proposals; and
- X is the maximum financial points obtainable (150 points)

Technical evaluation will be represented through desk review of applications and further interview if needed only, depending on the short-listed candidates' qualifications.

Only candidates obtaining a minimum of 245 points would be considered for the Financial Evaluation.

**A) Technical evaluation criteria (including minimum qualifications):** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Scoring	Max. points
1	University degree in a relevant field of Science/Technology/Engineering or Mathematics or other relevant field. Additional training in web design, and web-based content management is a strong asset	BA– 20 pts, Additional trainings in web design and web-based content management – 10 pts	30
2	At least 3 years' experience with managing websites using web-based content management systems, preferably Sitecore, and in coding HTML and CSS according to the latest web standards, including a solid understanding of mobile responsive design and web accessibility	<3 years - 0 pts, 3 years – up to 60 pts, each year over 3 years - 10 pts per each additional year up to 100 pts	100
3	Proven experience with web taxonomies to categorize and tag web content, preferably with an understanding of gender-related issues	up to 30 points	30

4	Proven experience providing training and technical support to WCMS	up to 40 points	40
5	Solid knowledge on website security and website hosting service	up to 30 points	30
6	Portfolio of at least 5 web-sites of moderate to high complexity developed for different organizations in the past 3 years, including at least one in the past 6 months	up to 90 points	90
7	Fluency in Romanian, Russian and English	Romanian (10) English (10) Russian (10)	30
	<b>Maximum total technical scoring:</b>		<b>350</b>

## **B) Financial evaluation:**

*In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 245 points), will be compared.*

### **WINNING CANDIDATE**

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

### **APPLICATION PROCESS AND SUBMISSION PACKAGE**

Interested candidates must submit the following documents/ information to demonstrate their qualification:

- Letter of Intent with 1-2 pages brief technical proposal describing actions to undertake the assignment (justification of being the most suitable for the work, vision and working approach) as well as attaching relevant reports and deliverables produced in the past;
- Duly filled Personal History Form (PHF11)/CV, including records on past experience in similar projects/assignments and specific outputs obtained; Personal History Form P11 that can be downloaded from <http://www.unwomen.org/en/about-us/employment>
- Portfolio with links to previously developed websites;
- Financial proposal (in MDL) - specifying a lump sum amount and the number of anticipated working days. The financial offer should include all costs related to completion of the task under the current Terms of Reference.

**Please note that only applicants who are short-listed will be contacted.**

**Please note that UN Women Moldova reserves the right to select more than one candidate from this announcement.**

*In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.*

*The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.*