



## OPPORTUNITY

### Consultancy for Upgrading REPOA's Website

REPOA is a Tanzanian Think Tank established in 1994 whose mandate is to improve the lives of people through policy research. The mandate encompasses research work and active engagement in policy dialogue on promoting socio-economic transformation for inclusive growth. Our primary research areas, which revolve around the production of policy knowledge and evidence, are grouped into three interrelated strategic research areas:

- Natural resources as foundation for economic growth and socio-economic transformation, which includes agricultural land, minerals, oil and gas, forestry, wildlife and fishery;
- Industrialization, enterprise development, and employment as pillars for economic growth and socio-economic transformation, which entails manufacturing, trade, SME development, informal sector upgrading, and labour market dynamics;
- Governance systems and social policy, with focus on social protection, accountability and service delivery.

REPOA is currently seeking applications from interested individuals or firms for a short **Consultancy for Upgrading REPOA's Website**

#### **Purpose**

The purpose of upgrading the website is to make it more interactive and user-friendly to address the current technological advances. This is in line with the newly developed communication strategy that seeks to improve the information flow between REPOA and its various stakeholders so that they can exploit the services that are offered by our institution.

#### **Scope of work**

- To replace the current express engine with WordPress, a content management system which is user friendly and compatible with androids
- To migrate all contents from express engine to the current WordPress
- To improve the quality of the website by use of motion pictures
- To position the website as a hub for research work
- To Improve the overall navigation and layout of the website
- To facilitate an easy way to prepare and disseminate newsletters
- To provide proper documentation of the functions for the new content management system

#### **Deliverables**

- A prepared plan document on how to implement the exercise.
- REPOA's Website be restructured in the following aspects; Redesign, layout, content structure and navigation to improve usability, and visibility of the content available online.
- Link the website to social media like LinkedIn, Facebook, Twitter and others.

- Install the usable content management system (WordPress). The Consultant will also develop short tutorial notes for use by our staff.
- Installed and configured website analytics and reports (monthly/ quarterly). This will allow REPOA to know the number of visitors who view the website, the location of visitors and their related activities when browsing the website.
- Provide a training on how REPOA staff would utilize the website especially on how to navigate or/and upload the contents.
- A designed a permanent reusable newsletter template on MailChimp.

### **Timeframe**

The assignment will be for a maximum of 21 days starting February 2018

### **Requirements**

It is highly desirable individual or firm should have the following:

- a) A Tanzania or legally registered Tanzanian firm, with Minimum of 5 years of similar experience locally and or regionally;
- b) Experience in web designing and development, with proven evidence that the consultant has designed and customized the templates for WordPress,
- c) Knowledge of setting and using twitter account is a must.
- d) Significant experience in the areas of information and communication.
- e) Having some qualifications in economics or business-related studies is an added advantage.

### **Mode of Application:**

Interested firms should submit the following to the undersigned no later than 2<sup>nd</sup> February 2018

- a) The technical proposal responding to the TOR, including detailed CVs of the key team members.
- b) The financial proposal to enable the individual or consulting firm to deliver on the TOR.

The evaluation of the proposals assigns a weight of at least 80% to the technical proposal and 20% to the financial proposal.

**REPOA is an equal opportunity employer.**

**The Executive Director, REPOA**

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