

Terms of reference (ToRs) for the procurement of services below the EU threshold

ASPYEE website enhancement and Implementation of a Search Engine Optimisation Strategy	Project number/ cost centre: 15.2063.4-009.00
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0. List of abbreviations	2
1. Context.....	3
2. Tasks to be performed by the contractor	3
3. Concept.....	6
Technical-methodological concept.....	6
Project management of the contractor	6
4. Personnel concept	7
Team leader	7
Expert 1: Drupal developer.....	8
Expert 2: SEO Expert	8
5. Costing requirements	9
Assignment of personnel	9
Travel	9
6. Requirements on the format of the bid.....	9
7. Annexes	Error! Bookmark not defined.

0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

1. Context

The Skills Initiative for Africa (SIFA) is a Programme of the African Union Commission (AUC) and the African Union Development Agency (AUDA-NEPAD) supported by the German Government and the European Union. The programme promotes occupational prospects of young Africans through the support of innovative skills development programmes and close cooperation with the private sector. One of the key deliverables of the SIFA project is the African Skills Portal for Youth Employment and Entrepreneurship (ASPYEE) www.aspyee.org. ASPYEE is an online knowledge platform that aims to strengthen coordination, knowledge sharing and peer learning. The portal promotes successful, replicable practices and African solutions that contribute to decent employment, skills development, and youth participation in entrepreneurship. The emphasis is on sharing lessons learnt from experience, examining both challenges and successes.

ASPYEE is a knowledge platform built on the principles of collaboration, knowledge sharing and co-creation. The platform aims to strengthen mechanisms to foster peer learning, knowledge exchange, and capacity building on the continent. African good practices promote innovative approaches are a basis from which to learn lessons that influence future practice, and present opportunities for replication and scaling. The online platform advocates for dialogue across diverse stakeholders in the ecosystem, bringing together demand-side needs and supply-side responses.

2. Tasks to be performed by the contractor

The purpose of this assignment is to improve certain features and functionalities of the website to enhance the user experience (UI) and user interface (UX) and add new features which include the Apprenticeship tool micro-site/sub page and an event page (Africa Creates Jobs, previously [Africa Talks Jobs](#)). Additionally, the purpose of the assignment is to increase traffic to ASPYEE by optimizing the website for all search engines, and continue to build the website around user needs and interests.

The contractor is responsible for providing the following services:

A. Enhancement of User experience and User Interface

The first objective of this assignment is to enhance the website's visual appeal by making it more engaging for users, improving collaboration functions specifically for communities of practices and discussion forum and other additional features and functionalities. This enhancement also entails the development of two new web pages titled "The Apprenticeship tool" micro-site and "Africa Creates Jobs" event page to be incorporated into the ASPYEE website. The activities entailed here are the following:

Phase 1

- The phase entails planning for the project, the examination and confirmation of the ASPYEE specifications and consultation with the ASPYEE stakeholders.
- The contractor will conduct a comprehensive UI/UX review of the existing ASPYEE website developed using Drupal 9. This will entail understanding the user journey, logic, features and functionalities and providing design and architecture on optimizing the feature and functionalities for the home page and other sections as identified.

- Apprenticeship tool microsite/sub page- in this phase the developers will confirm understanding of the already existing User Journey, UX and design of the apprenticeship tool page. The following will be provided to the developers pertaining to this sub-page:
 - The user journey of the page
 - Low fidelity wireframes of the page
 - Graphical mock-ups or clickable prototype using Adobe XD
 - Graphical mock-ups will include custom-made illustrations
- Africa Creates job sub- page- the developers will consult with relevant stakeholders on expected User journey of the ACJ event page and also make an assessment of the current Africa Talks Page. Thereafter, developers will design look and feel of this page and develop User journey and UX of the page.

Phase 2

This phase entails the design and development of the additional features and functionalities of the ASPYEE website, including but not limited to the following:

- Redesigning of UI-UX of home page to make it more vibrant, engaging and user friendly;
 - Interactive landing page (esp. when hovering over image frames)
 - Top Menu should include in-site pages
- Optimise for different screen resolutions;
- Redesign all country maps across the website;
- Develop automated functionalities to reduce administrative work load;
- Redesign image captions across sections;
- Redevelop the Communities of Practice (CoP) functionality by defining the user journey in consultation with ASPYEE team
- Redevelop and enhance functionality of ASPYEE forum by redefining user journey in consultation with ASPYEE team
- Develop download user data functionality for admin interface;
- Provide engaging features for users, such as “like” posts in discussion forum;
- Develop automated email functionality such that users receive notifications automatically from the website based on instances agreed on
- Change multiple download buttons to drop-down list
- Specify image dimensions when uploading images in the backend
- Enhanced calendar of events (time zones to be reflected in events page)
- Blank sheet facilities, editing of website without programming

Phase 3

The contractor shall test all new features and functionalities to ensure the website's performance. Close to the end of the contract, the contractor shall take the necessary steps to ensure efficient and effective handover to ASPYEE team.

B. Development and Implementation of Search Engine Optimisation strategies

The second objective of this consultancy assignment is to increase visibility, traffic (both quantity and quality) and reach of the ASPYEE portal through the optimisation of the external and internal search engine. The winning bidder should be able to provide an integrated strategy to develop and nurture long term objectives while laying emphasis on immediate needs and short term expectations. The firm must be results oriented and all the SEO goals must be met.

- Conduct a full analysis on the viewership of ASPYEE and the extent to which the content is relevant (based on how long users stay on content/most viewed content), provide insights into ways the website is accessed and current user behaviour;
- Conduct an assessment of the user experience of the website, shortcoming, errors and opportunities for improvement;
- Track and report on monthly performance of the ASPYEE website by using google analytics and other tools
- Implement SEO activities which entail but not limited to the following activities:
 - Building quality backlinks
 - Page indexing
 - Domain redirection
 - HTML sitemap
 - Set up Google Search Console
 - Schema tags
 - Update URL structure
 - Listing on all popular local search engines
 - Add title tags, meta descriptions, H1, H2 tags, Alt tags
 - Content: Keyword seeding
 - Images: Serve images in next-gen formats, properly size images,
 - Reduce initial server response time, eliminate render-blocking resources
 - Reduce unused CSS
 - Internal links (interlinking between content and sections throughout the website)
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Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
A. Enhancement of User experience and User Interface	
Submit a project plan with scope of work and timelines	6 June 2022
Submit the UI and UX design guide for the website	10 June 2022
Submit the UI and UX for the Africa creates Jobs event page	10 June 2022
Deliver A functional and enhanced website including stipulated sub-pages based on specifications.	4 July 2022
Provide a training manual to ASPYEE team as part of handover of website.	30 July 2022

B. Development and Implementation of Search Engine Optimisation strategies	
Provide a Site assessment report	6 June 2022
Implementation of SEO activities with submission of reports on the last day of each Month starting in June 2022.	7 June-25 September 2022
Monthly detailed analytical reports of the performance of the website which includes recommendations on how to improve.	30 June 2022 29 July 2022 31 August 2022 29 September 2022
Close report	30 September

Period of assignment: From 06th June 2022 until 30th September 2022 .

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

4. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): University qualification (German 'Diploma'/Master) in software development and web design, computer science, data engineering
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 8 years of professional experience in management information systems, software development and web design sector
- Specific professional experience (2.1.4): 8 years in UI/UX and website design
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in Africa
- Development Cooperation (DC) experience (2.1.7): 3 years of experience in DC projects with different organisations (bilateral, multilateral), civil society organisations and NGOs

- Other (2.1.8): Proficient in Illustrator, InDesign, Photoshop and similar software. HTML5, CSS and JavaScript skills are an added advantage

Expert 1: Drupal developer

Tasks of expert 1

- Formulate an effective and responsive ASPYEE web design
- Implementing the design features and functionality based on UI and UX guide.
- Establish and guide the website's architecture, ensuring high-performance and availability, and managing all technical aspects of the CMS.
- Write customized modules, automated tests and automate deployment

Qualifications of expert 1

- Education/training (2.2.1): University qualification in the following or related fields: software development and web design, computer science, data engineering
- Language (2.2.2): Proficient in English
- General professional experience (2.2.3): 8 years of professional experience in Drupal software development and programming
- Specific professional experience (2.2.4): 8 years of experience as a Drupal developer for similar projects
- Leadership/management experience (2.2.5): none required
- Regional experience (2.2.6): 5 years of experience in projects in Africa
- Development Cooperation (DC) experience (2.2.7): 3 years of experience in DC projects with different organisations (bilateral, multilateral), civil society organisations and NGOs
- Other (2.2.8): Advanced site-building experience including custom Drupal modules

Expert 2: SEO Expert

Tasks of expert 2

- Optimizing ASPYEE copy and landing pages for search engine optimization
- Performing ongoing keyword research including discovery and expansion of keyword opportunities
- Researching and implementing content recommendations for organic SEO success
- Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns
- Track, report, and analyze website analytics
- Research and implement search engine optimization recommendations
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Develop and implement link building strategy
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

Qualifications of expert 2

- Education/training (2.3.1): Bachelor's degree in Information Technology, software development and web design, computer science, data engineering
- Language (2.3.2): Proficient in the English Language

- General professional experience (2.3.3): Extensive knowledge and experience of at least 5 years of in SEO work and digital marketing
- Specific professional experience (2.3.4): Knowledge of HTML, CSS and various programming language
- Leadership/management experience (2.3.5): None required
- Regional experience (2.3.6): 5 years of experience in projects in Africa
- Development Cooperation (DC) experience (2.3.7): 3 years of experience in DC projects with different organisations (bilateral, multilateral), civil society organisations and NGOs
- Other (3.2.8): Knowledge of digital marketing strategies

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

Assignment of personnel

Team leader: On-site assignment

Expert 1: Assignment in country of assignment

Expert 2: Assignment in country of assignment

Total of **120** days for all experts combined.

Travel

This assignment will be done online, with meetings done virtually.

6. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The complete bid shall not exceed 10 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

7. Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to ZA_Quotation@giz.de no later than **13th June 2022** all documents must be in PDF.
- Please do not mention any price for this measure on your cover letter/Technical proposal.
- Please submit your tax clearance certificate with the bidding documents.
- Please submit your price proposal in ZAR.
- Our General Terms of Conditions (attached) shall not be changed/amended should you be the winner of this tender. These General Terms and Conditions will form part of the contract should you be awarded this contract. By submitting your proposal, we will conclude that you have read and accepted these terms and conditions.
- Participating more than once in same tender is not allowed and it will lead to your proposal as well as that of the company where you appear more than once being disqualified. The responsibility rests with the companies to ensure that their partners/experts are not bidding/participating more than once in same tender.
- **Bidders are not allowed to communicate directly with any other person regarding this bid other than the procurement official/s. Failure to comply with this requirement may lead to your bid being disqualified.**
- Bidders must strictly avoid conflicts with other assignments or their own interests. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this EOI and tender process, if they:

- a) are or have been associated in the past, with a firm or any of its affiliates which have been engaged by GIZ or the Interim Supply Chain Management Council to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the services in this selection process;
- b) were involved in the preparation and/or design of the programme/project related to the services requested under this EOI and tender;
- c) are serving or have been serving in the past three months in the structures of the Interim Supply Chain Management; or
- d) are found to be in conflict for any other reason, as may be established by, or at the discretion of GIZ.

- In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to GIZ, and seek GIZ's confirmation on whether or not such a conflict exists.

- Similarly, the Bidders must disclose in their proposal their knowledge of the following:

- a) if the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of GIZ staff involved in the procurement functions and/or the Interim SCM Council or any Implementing partner receiving services under this EOI or tender; and
- b) all other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.

- **Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.**
- **Questions & Answers will be placed on the link provided.**
- **Bids sent via Dropbox and WeTransfer will not be accepted.**