



AFRICA CHA PLATFORM

TERMS OF REFERENCE

ACHAP WEBSITE
REDESIGN
JULY 2021

ACHAP requires the services of a competent web designer (individual or firm) to develop a new trendy and user-friendly website for with a strong visual appeal. The website needs to embody ACHAP's wide and forward looking mandate as well as have a robust Content Management System (CMS) and CRM that can effectively manage large amounts of data and an array of file types including embedded video, audio, photo formats, HTML and PDF.

1. Background

The Africa Christian Health Association Platform (ACHAP) was established in 2007 as an advocacy and networking platform for improving knowledge sharing and joint learning among CHAs and Church Health Networks in Sub-Saharan Africa. CHA networks have a long history of working within developing countries to provide health care services to populations in need, and they form the integral link between the Ministry of Health and the faith-based health care facilities. ACHAP provides the framework for a collaborative network with a cohesive voice to advocate for equitable access to quality health care. ACHAP also provides the knowledge and skills for member facilities to deliver better care for their clientele. Currently, ACHAP's membership includes 43 CHAs in 32 countries.

With the adoption of a new constitution and registration as an International NGO in May 2012 in Nairobi Kenya and hosted by the Christian Health Association of Kenya (CHAK), ACHAP began establishing formal organizational structures to better serve its members. The process started in October 2012 through an institutional assessment that informed the need for the Platform to focus on five key objectives that will better equip the Platform as a network organization with strong capacity to provide the following functions:

- Advocating and Lobbying
- Negotiating and Contracting
- Supporting members
- Coordinating and Synergy
- Leadership and Value building

Our current web presence is logged on www.africachap.org

With this project, we intend to update and re-organize our website to make it concise and interactive.

2. Scope of the Assignment

Under the line-management of the Communications Officer, the service provider will be expected to undertake the following tasks:

- Web design and development : - Develop a layout and structure for the dynamic website capturing the latest trends for website presentations which is compatible and easily accessible to most common device browsers (Laptops, mobiles and other handheld devices)
- Integration with a Content Management System (CMS) based on the best user-friendly tools.

- Integrate an effective search function
- Integrate a donation platform allowing individuals to donate online directly on the website and transfer funds to ACHAP's existing merchant accounts, with information deposited in our donor database.
- Develop a user-guide for the website and the CMS, complete with the most common troubleshooting guidelines
- Train ACHAP staff on how to manage content on the new website.
- Following an internal appraisal process, install the website on the hosting location, and transfer all archived content from the current website into the new website (images, text, embedded video, PDFs, HTML, photo albums, etc.)

The website should have the following features:

Site design:

- An attractive graphic layout that embodies our image and adheres to ACHAP's branding specifications, and donor Branding and Marking R&Rs
- Interactive and user-friendly
- Be mobile friendly;
- A design that allows regular improvements on look and features.
- A 4-page interface (open to recommendations).

CMS

We are looking to for highly user-friendly CMS which is easy to use and robust to support emerging website technologies- open to recommendations;

- The CMS should be dynamic and allow content to be easily updated by administrative staff without specialized web development skills;
- Ability to incorporate all our social media platforms (Facebook, Twitter, etc.) with live update options. Live social media feed preferred.
- A Google Translate option to French;
- Ability to work well with search engines;
- Incorporate Google analytics

CRM (should include, but not be limited to)

- Ability to host subscription options;
- Easy to integrate with Fundraising CRM and related APIs
- Ability to set goals for fundraising, donors, tweets, petition signatures, signups, volunteers, followers, endorsements, event RSVPs, survey responses, suggestions and more.

3. Proposed site structure

The below listed sections are indicative; we remain open to recommendations from the service provider on what would work best towards achieving our goals.

About us

- Mission, Vision and Values
- History (interactive timeline)
- What we do
- The Team
 - ✓ Management (Key Programme/Policy/Admin staff bios)
 - ✓ Governance (Board bios)
- Our Partners
 - ✓ Partner Profiles
 - ✓ Partner with Us

Get involved

- Active fundraising Campaign/Donate
- Work with Us (link to this at bottom of front page)

Projects

- ✓ ACHAP Afya
- ✓ Other projects (to be defined)

Stories

Publications

Media Center

- News clips
- Press Releases
- Media Spokespeople

Where we work- Interactive map

Donate

Social media feed

Contact us

Terms & Conditions

Privacy

Newsletter sign-up form (link to this at bottom of front page)

4. Examples of websites offering similar functionalities

<https://www.unhcr.org/>

<https://www.oxfam.org/en>

5. Minimum Qualification and Capabilities Required

6. Application Requirements

- A detailed resume and portfolio containing candidate or firm's qualifications and experiences with samples of previous work (e.g. web links to previous work). Include key project person's CVs and links to projects they worked on
- A reasonable financial proposal based on the deliverables outlined in the TOR;
- Proposed timeline of delivery;
- Email addresses and phone numbers of two accessible referees familiar with the candidate's work.

7. Application Process

Applicants should their expression of interest to communications@afriachap.org copying dkinyoki@afriachap.org (Indicate 'Web Developer 2021 'in the email subject line).