



Terms of Reference

Web Developer/Designer

Eurasia Partnership Foundation (EPF) seeks qualified individuals or agencies to develop its new bilingual, interactive website.

Background information

Eurasia Partnership Foundation's mission is to empower people to effect change for social justice and economic prosperity through hands-on programs, helping them to improve their communities and their own lives. To achieve its mission, EPF strives (1) to strengthen the capacity of individuals and institutions, empowering them to address pressing issues and (2) to mobilize relevant stakeholders in issue-based dialogue, through raising public awareness and creating various coalitions, platforms or working groups, so as to effect positive change.

EPF's work is guided by the following approaches: (1) creating opportunities for civic participation in public policy making, (2) engaging youth, (3) fostering culture of corporate and community philanthropy, including through formation of public-private-NGO partnerships, (4) promoting evidence-based advocacy and decision making, and (5) building confidence across religious, ethnic, and community divides. Some of EPF's flagship programs include: (1) *Engage and Monitor for Change*, (2) *European Integration*, (3) *Youth Integration*, (4) *Social Enterprise* and (5) *Open Door Grantmaking*. Together, they feed into achieving the Foundation's mission and provide opportunities for Georgians to engage in social, economic, and political developments, in order to effect substantive and sustainable positive change at the local and national level.

Objective

Design, develop, and maintain EPF's new website. EPF expects that its new website will have a modern, simple, and practical design, which will be logically structured and user-friendly, allowing for smooth navigation for and information provision to the Foundation's target audience.

The detailed content of the website is to be developed in close consultations with EPF. All rights regarding the website are reserved by the Foundation.

Scope of work

The contractor will be asked to accomplish the following:

Stage I – Graphic design and web architecture creation

- Develop a graphic design of a new website for EPF Management's review and approval. The design should be modern, appealing, correspond to the content and facilitate easy navigation for visitors
- Develop website architecture, based on the feedback from EPF management

Stage II – Programming, decoding, and content integration

- Website programming and decoding using compatible and commonly used scripts that meet the requirements of different browsers, PC/Mac/Linux and screen resolutions
- Determine appropriate compression techniques, resolutions, sizes, color maps, and depths to ensure that images are delivered at sufficiently high speed and quality
- Maintain cross-platform, cross-browser compatibility, so that the website is accessible from a variety of different environments and electronic devices (pocket PC, wireless devices, etc.)
- Develop META tags on each web page
- Register the domain name with major search engines: implement common Search Engine Optimization (SEO) techniques to improve search engine rankings of the website
- Maintain web statistics system for each page of the website
- Incorporate other web-based applications into the website
- Design and establish anti-hacker and antivirus plan for the website
- Ensure that all pages are “print-friendly”

Stage III – Content development

- Develop a secure, extensible, and user-friendly content management system that allows EPF to edit and create pages, as well as post and upload images. The CMS should have inbuilt capacity to embed and host video and audio files. EPF must be able to maintain full editorial control of content without dependence of outside contractors.
- Develop bi-lingual (Georgian-English) versions of the website
- Create HTML documents and graphics, logos and related multimedia content for implementation in the Web.

Stage IV – Testing

- Test and launch the new website with EPF’s web server.
- Check and fix bugs, diagnose and fix the problems detected
- Check W3C compatibility and scripts of the entire site
- Make recommendations for a backup/restore plan.

Stage V – Follow-up

- Train relevant EPF staff on how to maintain the website and update its content
- Create manual for website administration
- Provide technical administration of the website to ensure that it meets performance requirements and is operating efficiently

Requirements:

- Higher education in a relevant field
- Minimum 5 years of extensive experience in web development and graphic design. Solid portfolio of accomplished web projects (applicant has to present examples of at least 5 websites of similar scope that it developed in the past three years)
- Extensive experience in CMS
- Advance knowledge of the modern web development technologies, HTML, ASP, PHP, SQL, JavaScript, CSS;
- Knowledge of W3C standards such as XHTML, HTML5, accessibility standards, content sharing standards such as RSS/RDF and Open Archives Initiative
- Experience with web servers (Apache, Tomcat, IIS, Zope etc.)
- Previous experience of working with non-governmental organizations is a plus

Timeline

The selected candidate will be contracted for one year and three months.

EPF expects that the contractor will need up to 3 months to create the website architecture and graphic design, complete the website development, including the website test phase. By the end of Month 3, EPF would also like to have the website manual and training completed for its staff. Following one year after producing deliverables, the contractor will be asked to provide technical administration of the website when necessary. However, please note that the Foundation is ready to consider other, reasonable and well-justified proposals.

Application Submission Procedures

Interested candidates should submit their CVs; in case of agencies, background information about the company together with CV(s) of the person(s) engaged in the assignment.

Application package should also include:

- Budget of the assignment (including one year of the website's technical administration period)
- Portfolio of previous works (links to functional websites)

The preselected applicants will be asked to demonstrate operation of the Content Management System to be used for the website.

Applications should be submitted by November 30, 6pm. to the following address: vacancy@epfound.ge. Please indicate "EPF Web-Site" in the subject line of an e-mail.

Contact Information

Eurasia Partnership Foundation is located at 3 Kavsadze Street, 0179 Tbilisi, Georgia
Tel./Fax: (995 32) 225-3942/43; 225-2782.

The contact person for this competition is **Nino Sutidze**, Program Coordinator, nsutidze@epfound.ge.