TERMS OF REFERENCE

CONSULTANCY FOR CRVPF WEBSITE REDESIGN, DEVELOPMENT, CONTENT OPTIMISATION AND ONGOING TECHNICAL SUPPORT

1.0 Background

Children's Rights and Violence Prevention Fund (CRVPF) is a regional child rights and social justice intermediary organisation established in April 2015. CRVPF provides grants and capacity strengthening support to community organisations in Uganda, Kenya, Tanzania and Ethiopia, working to prevent violence against children and young people, build their power and create safe, dignified environments in which they can thrive. CRVPF works through a cluster partnership model in which community organisations collaborate to address issues affecting children, young people and their communities.

Over the years, CRVPF and its community partners have generated significant experiences, achievements, stories of change, research, learning and evidence of impact. However, much of this work is not adequately reflected or easily accessible on the organisation's website. The CRVPF Board has identified the need to transform the website from a largely static information platform into a dynamic, interactive and regularly updated space that effectively communicates the organisation's work, partnerships, learning and impact.

The redesigned website should tell the story of CRVPF's work through compelling human-interest stories, photographs, videos, impact data, program updates, publications, newsletters and events. It should allow visitors to quickly understand what CRVPF does, where it works, who it supports and the difference its work is making. The website must also be accessible and user-friendly across devices, particularly mobile phones, recognising that many users, including young people, primarily access digital information through their phones.

CRVPF currently operates a WordPress website hosted through i3C. The organisation has experienced technical and functionality challenges and requires specialised WordPress expertise to assess and resolve these issues while implementing the redesign.

CRVPF therefore seeks to engage a highly experienced WordPress website development consultant or firm with strong website graphic design capabilities to redesign and optimise the website, strengthen internal website management capacity and provide ongoing technical support for a period of 12 months.

2.0 Purpose of the Assignment

The purpose of this consultancy is to transform the CRVPF website into a modern, visually engaging, interactive, accessible and regularly updated digital platform that effectively showcases the organisation's work and impact.

The assignment will also strengthen the technical performance and reliability of the existing WordPress website, establish effective content management systems and build the capacity of designated CRVPF staff to independently manage and update the website.

3.0 Objectives of the Consultancy

The specific objectives are to:

1. Redesign and modernise the CRVPF website, with particular emphasis on visual presentation, graphic design, navigation, storytelling and user engagement.
2. Improve the visibility and accessibility of CRVPF's grant-making programs, impact stories, achievements, publications, events, newsletters and multimedia content.
3. Introduce dynamic and interactive features that make the website engaging and ensure regularly updated content is prominently displayed.
4. Develop and implement a collaborative website content strategy and publishing plan with the CRVPF Communications team.
5. Strengthen the presentation of CRVPF's geographical coverage and program locations through interactive mapping and other appropriate features.
6. Ensure that the website is fully responsive, accessible and easy to navigate on mobile phones, tablets and computers.
7. Conduct a comprehensive WordPress website audit, identify technical and functional issues, recommend solutions and implement approved corrective actions.
8. Improve search engine optimisation (SEO), social media integration, Mailchimp functionality and website analytics.
9. Assess CRVPF's current hosting arrangements and recommend whether the website should remain with i3C or transition to an alternative hosting arrangement.
10. Develop and implement a practical capacity strengthening program for Communications, Administration and IT staff.
11. Provide ongoing technical maintenance, troubleshooting and website support throughout the 12-month consultancy period.

4.0 Scope of Work

The consultant will be expected to undertake the following activities.

4.1 Website Redesign, Graphic Design, Visual Presentation and User Experience

The redesign and enhancement of the website will be the primary focus of the consultancy. The consultant will work closely with CRVPF to create a modern, visually appealing, interactive and professional website that reflects the organisation's identity, values, regional presence and work.

Particular emphasis should be placed on the homepage, which should immediately communicate CRVPF's work, achievements and impact.

The consultant will:

- Redesign the homepage to create a visually appealing, interactive and engaging experience.
- Apply strong website graphic design principles, including typography, colour, layout, visual hierarchy, imagery and creative presentation of content.
- Design appropriate website banners, graphic elements, visual templates and layouts that reflect CRVPF's branding and identity.

- Introduce dynamic banners, image slideshows, rotating stories and other appropriate interactive features to showcase CRVPF's work.
- Develop prominent sections for stories of change, impact highlights, program achievements, recent news and upcoming events.
- Incorporate verified impact figures and statistics through attractive visual elements such as counters, infographics and dashboards where appropriate.
- Improve the presentation and accessibility of CRVPF's programs, geographical coverage, community partnerships and key areas of work.
- Introduce dedicated and easily accessible sections for newsletters, annual reports, research, publications, learning resources and other knowledge products.
- Improve the presentation of photographs, videos and other multimedia content through galleries, slideshows and embedded media.
- Ensure new stories, announcements, events and publications can automatically appear in designated sections of the homepage when published.
- Improve website navigation, information architecture, search functionality and accessibility of key content.
- Incorporate appropriate calls to action, including opportunities to partner with CRVPF, access resources, subscribe to newsletters and learn more about programmes.
- Ensure the website design reflects CRVPF's existing branding guidelines and identity.

The consultant should demonstrate the ability to translate CRVPF's content into compelling visual designs rather than relying solely on standard WordPress templates. Interactive and animated features should enhance the user experience without compromising accessibility, mobile responsiveness or website speed.

Website Design References

The consultant will be encouraged to review websites that the CRVPF team has identified as useful examples of engaging visual presentation, storytelling and communicating organisational impact, including:

- Jhpiego: https://jhpiego.org/
- Purposeful: https://wearepurposeful.org/
- Girls Not Brides: https://www.girlsnotbrides.org/en/

These websites should provide inspiration for the visual presentation and functionality of the redesigned CRVPF website, rather than serve as templates to be copied.

The consultant is also encouraged to propose other creative and practical features that could improve CRVPF's online presence.

4.2 Website Content Development, Organisation and Management

CRVPF recognises that an effective website redesign requires strong content and that the consultant will need to work closely with the Communications team to identify, develop, organise and upload relevant materials.

The consultant will:

- Review existing website content to identify outdated, missing, duplicated or poorly presented information.

- Collaborate with the Communications team to develop a website content plan that identifies the stories, photographs, videos, program updates, publications and other materials required for the redesigned website.
- Review the availability and suitability of existing content and identify where additional material needs to be developed or provided by CRVPF.
- Recommend effective approaches to organising and presenting stories of change and programme impact.
- **Redesign dedicated website pages for all CRVPF grant-making programs, including EYDCD, AGPP, PVAC, Coordinated Program, Joint Program and other relevant programs, ensuring that their objectives, activities, geographical coverage, achievements, partnerships, stories and resources are clearly presented and regularly updated.**
- Ensure that visitors can easily navigate between the homepage, individual programme pages and related stories, publications and multimedia content.
- Create an accessible and searchable archive of stories, publications, newsletters and other relevant materials.
- Establish systems for publishing and prominently displaying new content, including events, news, stories, photographs and organisational announcements.
- Advise on best practices for writing and formatting website content, selecting photographs, optimising images and presenting impact data.
- Work with the Communications team to develop a realistic content publishing schedule that keeps the website regularly updated.
- Ensure existing website content and archives are preserved or appropriately migrated during the redesign.

The consultant will provide technical, graphic design and editorial guidance on presenting content effectively, while CRVPF will remain responsible for supplying and approving organisational content, verified data and relevant branding materials.

4.3 Interactive Features and Program Mapping

The consultant will review, restore and enhance interactive website features that improve visitors' access to information about CRVPF's programs, geographical coverage, partnerships and opportunities.

The redesigned website should provide an engaging and accessible way for visitors to explore where CRVPF works across Uganda, Kenya, Tanzania and Ethiopia, the Grants and admin office in USA including the geographical reach of its different grant-making programmes.

The consultant will:

- Review existing mapping and interactive features currently available on the website.
- Recommend and develop appropriate interactive mapping or visualisation features that showcase CRVPF's geographical coverage, programmes and community partnerships.
- Ensure that visitors can easily identify and explore the different areas in which CRVPF and its partners work.
- Restore or improve the existing EYDCD interactive map, which was designed to help young people identify where the program is being implemented across Uganda and locate relevant program partners and opportunities.
- Explore suitable ways to visually present the geographical reach and activities of other CRVPF program, including AGPP and PVAC.

- Ensure interactive maps and other features work effectively on desktop and mobile devices, including touch-based interaction.
- Develop straightforward processes through which authorised CRVPF staff can update program locations, partner details and other relevant information.
- Test all interactive features for accuracy, functionality, accessibility and responsiveness before publication.

4.4 Mobile Responsiveness and Accessibility

The redesigned website must provide a consistent and accessible user experience across mobile phones, tablets and desktop computers.

The consultant will:

- Adopt a mobile-first approach to website design and development.
- Ensure that all pages, menus, stories, images, maps, forms and interactive features work effectively on mobile devices.
- Optimise website loading speeds and image sizes, including for users with slower internet connections.
- Ensure that text, buttons and navigation elements are easy to read and use on smaller screens.
- Apply recognised web accessibility standards and good practices, including keyboard navigation, appropriate colour contrast and accessible presentation of multimedia content.
- Test the website across commonly used browsers, operating systems and devices.

4.5 Social Media Integration, Mailchimp and Digital Visibility

The consultant will strengthen the connection between the CRVPF website and its wider digital communications platforms.

This will include:

- Integrating CRVPF's relevant social media accounts into the website.
- Ensuring website content can be easily shared across social media platforms with appropriate images, titles and descriptions.
- Recommending effective ways to direct social media audiences to the website to read stories, access reports and explore additional content.
- Integrating and prominently displaying CRVPF newsletters on the website.
- Reviewing CRVPF's existing Mailchimp account, templates, subscription forms and newsletter distribution process.
- Identifying and resolving technical or formatting issues affecting newsletters distributed through Mailchimp, particularly display and formatting problems experienced by recipients using Microsoft Outlook.
- Developing or optimising responsive email templates that display consistently across major email platforms, including Outlook and Gmail.
- Testing newsletter templates before implementation and training designated staff to use them.
- Improving search engine optimisation, including website structure, keywords, metadata, image descriptions and search visibility.
- Reviewing and configuring appropriate website analytics and search performance monitoring tools.

The consultant should establish practical systems that allow the Communications team to independently monitor website performance and improve digital engagement.

4.6 WordPress Website Audit, Technical Improvements and Optimisation

As part of the consultancy, the consultant will undertake a comprehensive technical assessment of the existing WordPress website.

The audit will cover:

- WordPress installation and configuration.
- Theme and plugin functionality, compatibility and updates.
- Elementor and other page-building tools currently used on the website.
- Website errors, broken links and malfunctioning features.
- Page loading speed and overall website performance.
- Mobile responsiveness and browser compatibility.
- Website security, user permissions and access controls.
- Backups, restoration procedures and recovery arrangements.
- Website accessibility and technical SEO.
- Existing hosting configuration and technical dependencies.

- The consultant will provide a report identifying the problems detected, their likely causes, the proposed solutions and the order in which they should be addressed.
- The consultant will be responsible not only for identifying technical problems but also for implementing the corrective actions approved by CRVPF.
- The assignment should include reviewing previously experienced technical issues, including WordPress and Elementor-related errors, to establish whether underlying problems have been adequately addressed and prevent their recurrence.
- Any urgent technical issues affecting website accessibility, security or functionality should be prioritised during the initial assessment.
- The consultant must ensure that backups and suitable testing arrangements are in place before making significant technical changes.

4.7 Website Hosting Assessment and Recommendations

CRVPF's website is currently hosted through i3C. The consultant will work with the Communications, Administration and IT teams to assess the existing hosting arrangements. The assessment will establish whether the current hosting environment adequately supports the organisation's technical, operational and future website needs.

The consultant will:

- Review existing hosting performance, reliability, service arrangements, technical support and costs.
- Identify any hosting-related challenges affecting website functionality, maintenance, access or performance.
- Assess CRVPF's technical capacity to manage an alternative hosting arrangement.
- Compare the costs, benefits, risks and operational requirements of maintaining the current hosting arrangement against moving to a new provider or a CRVPF-managed hosting environment.
- Provide a clear recommendation supported by a practical cost-benefit assessment.

- Where CRVPF approves migration to a different hosting arrangement, the consultant will support and manage the technical transition, including backup, migration, configuration, testing and continuity arrangements.
- Where the recommendation is to retain i3C, the consultant will support CRVPF in strengthening its working relationship with the provider, clarifying technical responsibilities, improving communication and establishing effective procedures for resolving technical issues.
- The consultant should also review website ownership and access arrangements, including the domain, hosting accounts, administrative permissions, backups and relevant software licences, to ensure that CRVPF retains appropriate control over its digital assets.

4.8 Website Analytics and Performance Monitoring

The consultant will establish appropriate systems to enable CRVPF to understand how audiences' access and interact with its website.

This will include:

- Configuring and verifying website analytics and search performance tools.
- Establishing baseline indicators for website traffic, engagement, search visibility and performance.
- Tracking commonly accessed pages, stories, publications and downloads.
- Identifying traffic sources, including social media and search engines.
- Establishing an easy-to-understand reporting dashboard for designated CRVPF staff.
- Developing a simple monthly website performance reporting template.
- Training relevant staff to interpret website analytics and use findings to guide content development and website improvements.

4.9 Staff Capacity Strengthening and Knowledge Transfer

- A key requirement of this consultancy is to build CRVPF's internal capacity to effectively manage, update and maintain the redesigned website.
- The consultant will develop and implement a structured, practical capacity strengthening plan targeting designated staff from the Communications, Administration and IT teams.
- The training should go beyond one-off demonstrations and provide opportunities for staff to practise website management tasks, receive feedback and demonstrate their ability to carry out these responsibilities independently.

Training should cover, among other areas:

- WordPress administration and routine website management.
- Creating, editing, formatting and publishing website pages and posts.
- Uploading and managing stories, photographs, videos, newsletters and publications.
- Updating homepage sections, slideshows, events and impact highlights.
- Updating individual program pages and relevant interactive features.
- Website content development, presentation and publishing best practices.
- Basic website graphic design principles, image preparation and optimisation.
- Basic SEO and social media integration.
- Mailchimp newsletter creation, formatting, testing and distribution.
- Understanding website analytics and performance reports.
- Managing website users, permissions, backups and routine maintenance.

- Identifying technical problems and understanding when specialist support is required.
- Coordinating with the hosting provider and escalating technical issues.

The consultant will:

1. Conduct an initial assessment of staff knowledge and training needs.
2. Develop a training plan with clear learning objectives, sessions, practical exercises and timelines.
3. Deliver hands-on training during and following the redesign and implementation period.
4. Provide simple user guides, standard operating procedures and recorded demonstrations where appropriate.
5. Assign practical website management tasks to staff and assess their ability to complete them.
6. Provide refresher training, coaching and technical guidance during the remaining consultancy period.
7. Recommend clear roles and responsibilities for the ongoing management of the website.

The expected outcome is that designated CRVPF staff can independently undertake routine website content updates and basic administration, with the consultant providing specialist technical support when necessary.

4.10 Ongoing Website Maintenance and Technical Support

- Following the initial redesign and implementation phase, the consultant will continue providing website maintenance, troubleshooting and technical support for the remainder of the 12-month consultancy period.
- A key component of this support will be working alongside designated CRVPF staff to regularly update the website as part of the ongoing capacity strengthening process. This will ensure that the website remains dynamic and relevant while providing staff with practical, hands-on experience in managing and updating its content.

Support will include:

- Regular WordPress, theme and plugin maintenance.
- Security checks, backups and website performance monitoring.
- Troubleshooting errors, broken features and emerging technical issues.
- Monitoring the functionality of interactive features and program maps.
- Addressing technical issues affecting Mailchimp integration, website forms and other digital tools.
- Working collaboratively with the Communications team to regularly update the website with new stories, program achievements, events, photographs, newsletters, publications, impact figures and other relevant content provided by CRVPF.
- Involving designated staff in the process of uploading, formatting, editing and publishing content, using these activities as practical opportunities for capacity strengthening and knowledge transfer.
- Providing guidance to staff responsible for website management and content updates.
- Supporting improvements arising from website performance reports and user feedback.
- Providing periodic refresher training and responding to technical questions from designated staff.
- Liaising with the hosting provider where required.

- Producing brief monthly reports documenting maintenance undertaken, issues identified, solutions implemented and outstanding recommendations.

The consultant will propose a clearly defined support arrangement, including communication channels, response times for urgent and routine issues, and procedures for reporting and resolving problems.

4.11 Safeguarding, Data Protection and Ethical Content Management

- CRVPF is committed to safeguarding children, young people and vulnerable individuals across all its programmes and activities.
- The consultant or firm will be required to comply with CRVPF's safeguarding policies, child protection standards, confidentiality requirements and applicable data protection obligations throughout the assignment.

In particular, the consultant will:

- Ensure that the website's design, functionality and content management practices promote the safety, dignity and privacy of children, young people and other individuals featured on the platform.
- Ensure that photographs, videos, stories, testimonials and other personal information are only published with appropriate consent and CRVPF approval.
- Apply ethical storytelling and visual communication practices that protect the identities, dignity and rights of individuals featured in CRVPF's communications.
- Avoid disclosing sensitive personal information or identifying details that could expose children, young people or vulnerable individuals to harm.
- Ensure that interactive maps, contact forms and other features do not inadvertently expose sensitive personal information or locations.
- Implement appropriate security measures to protect website data, administrative access and information submitted through the website.
- Maintain the confidentiality of CRVPF's organisational information, internal documents, user data and access credentials.
- Ensure that any subcontractors or team members involved in the assignment comply with the same safeguarding and confidentiality requirements.
- Report any identified safeguarding, privacy or data security concerns promptly through the appropriate CRVPF reporting channels.

All proposed content and significant website features must be reviewed and approved by CRVPF before publication.

5.0 Implementation Approach, Duration and Approval Process

The consultancy is expected to commence on **30 November 2026** and run for 12 months, ending on **29 November 2027**.

CRVPF expects a collaborative and consultative approach that ensures the redesigned website reflects the organisation's priorities and meets the expectations of its different audiences.

The consultant will be required to:

- Hold an inception meeting with CRVPF's Communications, Administration and IT teams to agree on priorities, scope, expected outputs and responsibilities.
- Develop a detailed implementation plan outlining proposed activities, timelines, milestones, deliverables and approval processes.
- Work with the Communications team to identify content requirements and develop a content development and publishing plan.
- Present proposed design concepts, homepage layouts and interactive features to CRVPF before implementation.
- Develop a staging or demonstration website where proposed changes can be viewed and tested before publication.
- Obtain CRVPF's approval of proposed designs and significant changes before they are implemented on the live website.
- Provide regular progress updates and demonstrations throughout the implementation period.
- Incorporate feedback from CRVPF and make necessary revisions before final approval.
- Ensure that the redesign does not result in loss of existing content, functionality or important website information.

Key Implementation Milestones

The consultant will be expected to develop a realistic and structured implementation plan that accommodates CRVPF's review and approval processes, content availability and the organisation's end-of-year closure.

The following key milestones should guide implementation:

Milestone 1: By 14 December 2026

At a minimum, CRVPF expects:

- A redesigned and functional homepage, reviewed and approved by CRVPF, to be published on the live website.
- Completion of the initial website assessment and identification of priority technical issues.
- An agreed website redesign and content development plan, including the content required from CRVPF and the schedule for remaining improvements.
- Approved design concepts and a clear roadmap for completing the remaining website pages and features.

Milestone 2: 15th February 2027

CRVPF expects the consultant to have completed the main website redesign, including:

- The visual redesign and layout of the website's main pages.
- Dedicated and improved pages for CRVPF's grant-making programs.
- Improved navigation, storytelling sections, impact displays and multimedia presentation.
- Integration of available and approved content.
- Mobile-responsive designs across the website.
- Testing, review and approval of the redesigned website.

Milestone 3: February–November 2027

- The remaining consultancy period will focus on completing any outstanding technical and functional improvements, optimising website performance, strengthening staff capacity, implementing approved hosting recommendations and providing ongoing technical support.
- Activities such as interactive mapping improvements, advanced integrations, analytics, Mailchimp optimisation and other technical enhancements should be scheduled according to the approved implementation plan and prioritised based on operational needs.
- The consultant will also provide regular maintenance, troubleshooting, refresher training and performance monitoring throughout this period.
- The consultant will support the publication and digital dissemination of CRVPF's 2026 Annual Report**,** including uploading and prominently featuring the report on the website, ensuring it is easily accessible and downloadable, and working with the Communications team to promote it across CRVPF's online platforms. This may include developing appropriate website banners, digital graphics, social media content formats and newsletter features to increase the report's visibility and reach.
- CRVPF recognises that certain activities may depend on the timely provision of content, internal reviews and approvals. Applicants are therefore expected to propose a practical and achievable schedule that clearly identifies dependencies, responsibilities and required inputs from CRVPF.

No major design changes or new features should be published on the live website without prior review and approval by CRVPF.

The consultant will also be expected to advise CRVPF on practical website management, digital communications and graphic design best practices throughout the assignment.

6.0 Expected Deliverables

The consultant is expected to provide the following:

1. **Inception Report and Structured Implementation Plan:** An inception report outlining the consultant's understanding of the assignment, methodology, proposed activities, timelines, milestones, responsibilities and approval processes.
2. **Website Audit and Improvement Report:** A comprehensive assessment of website design, content, technical performance, functionality, accessibility, SEO, security and hosting, including a prioritised corrective action plan.
3. **Website Graphic Design Concepts and Demonstration Site:** Proposed visual designs and a functional staging website allowing CRVPF to review and approve changes before publication.
4. **Redesigned and Functional Homepage:** A modern, dynamic, interactive and mobile-responsive homepage, approved and published on the live website by 17 December 2026.
5. **Website Content Plan and Publishing Framework:** A jointly developed content plan, publishing schedule and practical framework for regularly updating and managing website content.
6. **Fully Redesigned Website:** A redesigned and mobile-responsive website with improved navigation, graphic design, storytelling, program pages, impact highlights, publications and multimedia presentation, completed by the end of January 2027.
7. **Program Mapping and Interactive Features:** Functional and accessible program mapping features that showcase CRVPF's geographical coverage and partnerships, including restoration or improvement of the EYDCD interactive map.

8. **Social Media, Mailchimp and SEO Improvements:** Functional social media integration, optimised newsletter tools and templates, improved search visibility and implemented SEO recommendations.
9. **Website Analytics and Monitoring System:** Configured monitoring tools, baseline indicators and a user-friendly website performance reporting format.
10. **Hosting Assessment and Recommendation Report:** An evaluation of current hosting arrangements, options for alternative hosting and recommendations, including implementation support for the approved option.
11. **2026 Annual Report Digital Publication and Dissemination:** Successful publication of CRVPF's 2026 Annual Report on the website, including prominent homepage visibility, downloadable access, supporting digital promotional materials and coordinated dissemination across CRVPF's online platforms, in collaboration with the Communications team.
12. **Staff Capacity Strengthening Plan and Training Materials:** A practical training program, user guides, standard operating procedures and documented evidence of staff participation and skills development.
13. **Safeguarding and Data Protection Compliance:** Website design, content management arrangements and technical features that comply with CRVPF's safeguarding requirements, confidentiality standards and applicable data protection obligations.
14. **Website Handover Documentation:** Technical documentation, administrative guidance, relevant access information, backup procedures and details of installed plugins, licences and website management arrangements.
15. **Monthly Technical Support Reports:** Reports covering website maintenance, technical issues, corrective actions, performance monitoring and staff support throughout the consultancy period.
16. **Final Consultancy Report:** A report documenting achievement, improvements implemented, training outcomes, outstanding challenges, sustainability recommendations and future technical support requirements.

7.0 Required Qualifications and Experience

The consultant or firm should demonstrate:

- **Advanced technical expertise in WordPress website design, development, customisation, optimisation and maintenance. This is a mandatory requirement.**
- **Strong graphic design skills specifically applied to website design, including demonstrated experience in user interface (UI) design, user experience (UX), visual layouts, web graphics, typography, multimedia presentation and responsive design. This is a mandatory requirement.**
- Demonstrated experience redesigning visually engaging and interactive organisational websites using WordPress.
- Proficiency in relevant graphic design and website prototyping tools such as Adobe Creative Suite, Figma or equivalent software.
- Strong working knowledge of WordPress themes, plugins, Elementor or equivalent page builders, PHP, HTML, CSS and JavaScript.
- Experience creating interactive, dynamic and mobile-responsive websites.
- Demonstrated ability to design and integrate storytelling sections, multimedia galleries, impact displays, interactive maps and other user engagement features.
- Experience conducting comprehensive WordPress audits, diagnosing technical problems and implementing corrective solutions.

- Strong knowledge of website security, performance optimisation, accessibility, backups and SEO.
- Experience integrating websites with social media, Mailchimp and website analytics tools.
- Demonstrated experience developing and testing responsive email templates, including compatibility with Microsoft Outlook.
- Experience assessing hosting environments, managing hosting relationships and implementing website migrations.
- Proven ability to develop and deliver practical training and provide ongoing technical support to non-technical staff.
- Understanding of safeguarding, ethical digital storytelling, privacy and responsible management of online content, particularly where children and young people are involved.
- Excellent project management, communication, documentation and reporting skills.

Previous experience developing websites for NGOs, foundations, grant-making organisations or other development-sector institutions will be an added advantage.

Applicants should demonstrate both their technical WordPress expertise and their graphic design capabilities through examples of functional websites they have developed or redesigned, clearly explaining their role in each assignment.

8.0 Reporting and Supervision

- The consultant will report primarily to CRVPF's Communications team and work closely with designated Administration and IT staff.
- The Communications team will provide guidance on organisational messaging, content, branding and design priorities.
- The Administration and IT teams will support technical coordination, including hosting arrangements, system access and internal technology requirements.
- The consultant will participate in regular review meetings and provide timely progress updates throughout the initial implementation phase.
- All major website changes, design concepts, technical recommendations and final outputs will be subject to CRVPF review and approval.

9.0 Quality Assurance and Acceptance of Deliverables

CRVPF will assess the consultancy outputs based on the following criteria:

- The redesigned website effectively communicates CRVPF's work, partnerships, achievements and impact.
- The homepage prominently displays compelling stories, impact information, recent updates and other agreed dynamic features.
- All CRVPF grant-making programmes have dedicated, accessible and appropriately designed pages.
- The website demonstrates strong graphic design, visual consistency, professional presentation and user-friendly navigation.
- All approved interactive elements and programme mapping features function correctly.
- The website is responsive and accessible across commonly used mobile and desktop devices.
- New content can be uploaded, edited and published easily by designated CRVPF staff.
- Existing website errors and identified priority technical problems have been addressed.
- Social media integrations, newsletter links and Mailchimp templates function as intended.
- Website security, backups, performance and analytics tools are operational.

- Website content and functionality comply with CRVPF's safeguarding, privacy and confidentiality requirements.
- Staff have received practical training and demonstrated their ability to complete routine website management tasks.
- Appropriate technical documentation, management procedures and handover materials have been provided.
- All approved changes have been reviewed and tested before publication.

CRVPF will only consider a deliverable complete following satisfactory review and approval.

10.0 Financial Proposal and Payment Arrangements

Applicants should provide a detailed financial proposal clearly distinguishing between:

A. Initial Website Redesign and Development

Costs associated with the initial audit, graphic design, website development, content integration, technical corrections, interactive features, testing, training and website launch.

B. Ongoing Technical Support and Maintenance

Costs associated with website maintenance, troubleshooting, routine monitoring, staff coaching, refresher training and technical support over the remainder of the 12-month consultancy period.

C. Additional Third-Party Costs

- Any anticipated hosting fees, software subscriptions, premium plugins, mapping tools, licensing costs or other external expenses should be clearly identified and separately itemised.
- Payment for the initial website redesign and development will be linked to satisfactory achievement and approval of agreed milestones.
- Ongoing technical support payments should be made periodically, subject to satisfactory service delivery and submission of the required support reports.
- The final payment structure will be agreed during contracting and will be subject to CRVPF's financial and procurement procedures.

11.0 Application Requirements

Interested consultants or firms should submit:

1. A technical proposal demonstrating their understanding of the assignment, proposed methodology and implementation approach.
2. A proposed website redesign approach outlining their visual concept, graphic design strategy, interactive features and proposed improvements to the CRVPF website.
3. **A realistic and structured implementation plan demonstrating how they intend to deliver a redesigned homepage by 14 December 2026 and complete the main website redesign by 15th February 2027, including key activities, milestones, dependencies and required inputs from CRVPF.**
4. A financial proposal with a clear breakdown of development, graphic design, training, hosting-related work and ongoing technical support costs.

5. An updated CV or company profile, including details of the technical and graphic design personnel who will undertake the assignment.
6. A portfolio of at least three relevant WordPress websites developed or redesigned, including links to functional websites and examples demonstrating strong web graphic design capabilities.
7. Evidence of relevant experience in WordPress troubleshooting, interactive website development, website migrations and capacity strengthening.
8. At least two references from similar assignments.
9. A proposed approach for providing technical support throughout the 12-month period, including response and resolution arrangements.

12.0 Submission Procedure

Applications should be submitted by email to **careers@crvpf.org**.

For any questions, please email karungi.kajura@crvpf.org

Email subject: Consultancy for CRVPF Website Redesign, Development and Technical Support

Application deadline: Thursday, 19, November 2026

Only shortlisted consultants or firms will be contacted.

For more information about CRVPF, visit **www.crvpf.org**.