



VACANCY ANNOUNCEMENT

TERMS OF REFERENCE

INDIVIDUAL CONSULTANT - DIGITAL WEBSITE CONTENT DEVELOPER

Vacancy Open Period 5 – 12 May 2020

TERMS OF REFERENCE	
Hiring Office	UNFPA Kenya Country Office_
IC Title	Digital Website Content Developer
Purpose of consultancy:	Update of UNFPA KCO Website and Development of Digital Content
Scope of work Description of services, activities or outputs:	<p>Under the overall guidance of UNFPA KCO Communication Specialist the Website Digital Content Developer will be responsible for the following:</p> <p>Develop overall editorial and content direction for CO website which will include templates, edits, modules, organization and structuring content and wireframes for the Kenya website while also maintaining a consistent voice and style. Material will be revised based on feedback from PO's and the Communication Specialist.</p> <ul style="list-style-type: none"> • Provide a detailed plan for updating the website • Update Idle modules on page and 'transparency portal' i.e. videos, News, Speeches, Data • Include response activity • Addition of Modules • Posting of content • Insertion of appropriate links graphics, videos and appropriate layering • Include animated graphics or other multimedia features to add texture and interest to the various module • Train Communication and ICT Staff on Daily Update of Website
Duration and working schedule:	21 Days
Place where services are to be delivered:	UNFPA KCO
Mode of Work delivery (eg electronic, hard copy etc)	Digital and UNFPA KCO Website

Monitoring and progress control, including reporting requirement, format and deadline.	<table border="1"> <thead> <tr> <th>Activity</th> <th>Duration (Days)</th> </tr> </thead> <tbody> <tr> <td>Develop Web Update Plan and Wire Frames while also suggesting new ways to use the website to promote UNFPA mandate</td> <td>2</td> </tr> <tr> <td>Develop Effective Visual and Content Plan</td> <td>1</td> </tr> <tr> <td>Develop Templates for Web Publications</td> <td>3</td> </tr> <tr> <td>Collate and Edit New Content as Well as Old Content. Include the following; <ul style="list-style-type: none"> i. Regular positive impact stories of UNFPA's work in RMNCAH, GBV, SRH, FGM, Population and Data, Youth and Adolescents, HIV Programme and family planning among other focus areas by the organization ii. Up-to-date detailed reports on UNFPA's work in Kenya. iii. Press Statements iv. News Coverage v. Up-to-date information on UNFPA's response to covid-19 vi. Photos and Video </td> <td>7</td> </tr> <tr> <td>Upload Content and include relevant Information Feeds</td> <td>4</td> </tr> <tr> <td>Train UNFPA Communication and ICT Staff on Daily Updates of the Website</td> <td>3</td> </tr> </tbody> </table>	Activity	Duration (Days)	Develop Web Update Plan and Wire Frames while also suggesting new ways to use the website to promote UNFPA mandate	2	Develop Effective Visual and Content Plan	1	Develop Templates for Web Publications	3	Collate and Edit New Content as Well as Old Content. Include the following; <ul style="list-style-type: none"> i. Regular positive impact stories of UNFPA's work in RMNCAH, GBV, SRH, FGM, Population and Data, Youth and Adolescents, HIV Programme and family planning among other focus areas by the organization ii. Up-to-date detailed reports on UNFPA's work in Kenya. iii. Press Statements iv. News Coverage v. Up-to-date information on UNFPA's response to covid-19 vi. Photos and Video 	7	Upload Content and include relevant Information Feeds	4	Train UNFPA Communication and ICT Staff on Daily Updates of the Website	3
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<ul style="list-style-type: none"> - The Consultant will provide a daily progress report to the Communication Specialist - The Consultant will present all materials to Communication Specialist for approval before upload to Website 															
Supervisory arrangements	Communications Specialist offer supervisory guidance to the consultant														
Expected travels	N/A														



<p>Ticket, DSA and any other expenses.</p>	
<p>Required expertise, qualifications and competence, including language requirements:</p>	<p>Academic Qualifications</p> <ul style="list-style-type: none"> • Professional degree and/or professional training in Web Development, Journalism Communication or a degree in a related field. • 3 years of professional experience in editorial work in mainstream media, online media or both. • Experience in producing development or impact stories for mainstream and online media. <p>Website Digital Content Manager</p> <ul style="list-style-type: none"> • Should have 5 years’ experience in managing and updating websites and other digital platforms • Should have minimum 5 years of practical experience in journalism. • Solid experience in documenting development stories in mainstream and online media. • Experience with on-call assignments, preferable with international organizations • Ability to travel widely
<p>Inputs/ services to be provided by UNFPA or implementing partner (eg support services, office space, equipment), if applicable.</p>	<p>The consultant is expected to use own space and equipment for this assignment.</p>
<p>Other relevant information or special conditions, if any</p>	<p>- The consultant will be expected to work virtually</p>
<p>FUNDING COA: UNFPA – KEN 09 SRH/FPA90/PU0074/COMMUNICATION</p>	
<p>Interested candidates are requested to send their expression of interest and curriculum vitae to Kenya.recruit@unfpa.org by 12 May 2020</p>	