



Terms of Reference for Consultancy Services for Manyara Ranch Website: Design, Development, Hosting & Maintenance

BACKGROUND

The Manyara Ranch is a 44,930-acre property in the center of the Tarangire-Manyara ecosystem of northern Tanzania. With an abundant resident wildlife on the property, Manyara Ranch is critical in enabling movement and migration of wildlife populations from Tarangire National Park through to Lake Manyara to the west and Lake Natron to the north—a key route for wildlife given seasonality of the ecosystem.

OBJECTIVE

Development of a dynamic and comprehensive website with relevant functionalities customized for a local and global audience. The website will provide information regarding Manyara Ranch Conservation Initiatives and Ecotourism Investments. The website should have a history of Manyara Ranch, implementing partners and private tourism investors.

AUDIENCE

The intended users/audience of the website include, but are not limited to:

- Government
- Tanzania Association of Tour Operators
- Media
- General public
- Partners and donors

SCOPE OF THE ASSIGNMENT

AWF intends to select a contractor to fully execute the web experience that meets the technical and user requirements. The contractor will be responsible for initial platform recommendations, facilitation of DNS setup, wireframe mockups, UI/UX design, code development and launch of the website. The contractor will work with the African Wildlife Foundation (AWF) and Monduli District Council (MDC) to ensure the site supports the intended goal. After site deployment, support services may be needed to ensure proper site maintenance but the site should have a robust CMS that can be automatically updated.

TASK METHODOLOGY

The task involves the development of a website that will give Manyara Ranch Conservancy an online presence, as well as be used as an interactive tool for information. Specific tasks are:

Task 1: Prepare an inception meeting and work plan

The consultant will hold an inception meeting with the AWF and MDC team to:

1. Review and discuss the process and workflow
2. Identify preliminary background information related to the assignment
3. Develop an outline of all functional requirements and user flows
4. Finalize a draft work plan and timetable.

The final work plan and an inception report will be prepared by the contractor within one week of the meeting and submitted for review, feedback and approval. The work plan will guide this assignment to facilitate timely completion of all tasks and satisfactory end results.



Task 2: Platform evaluation

Based on discussions from inception meeting, the contractor shall provide the best platform options that meets the requirements from a user, technical and budgetary perspective. Popular CMS platforms need to be considered, such as WordPress, Drupal, etc.

Task 3: Domain setup & hosting

The contractor will ensure proper configuration of DNS and of chosen hosting platform that best meets strategic objectives. Post-launch, ownership of all domains and hosting will be transferred to stakeholders.

Task 4: Design & development

The consultant will design, develop and deploy a fully functional website that performs the desired activities outlined in the functional requirements. The design profile of the website will be shared in terms of a brand manual to be followed by the contractor.

Content Management System

- Proper CMS setup is required with fully themed page templates and formatting options developed. The contractor will work with working group to ensure that foreseeable future requirements be supported after website launch without the need for development.
- With input from working group, content shall be designated as dynamic or static, ensuring that site administrators can easily change content on the website through the CMS.
- All necessary plugins/modules be installed without any errors being logged.

UI Requirements

- Responsive website layout design that follows recent web standards:
 - Ensure a consistent visual language ensuring consistency in layout, fonts, icons and images throughout all page templates.
 - Standard page elements including header, footer, persistent navigation, and page print options should be included in the templates developed.
- Photo gallery section
- Social media links that go to Manyara Ranch Conservancy Goals (Facebook, Twitter, Instagram)

Technical Requirements

- Ability to upload video content and optionally embed videos from third-party sources (YouTube, Vimeo, etc.)
- Social media buttons that allow you to share specific web pages to social media channels
- Ensure that the website is mobile first and user friendly, fully functional on standard devices and browsers.
- Ensure the site follows best practices for SEO
- Ensure the site has gone through extensive testing for all user types.

Task 4: Regular content updates during pilot period

The contractor shall be responsible for initially uploading/updating the website with content provided by MRMT.



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DELIVERABLES

1. Inception report, functional requirements and work plan
2. Domain name registered for 1 year as per client requirements and secured hosting
3. Wireframe mockups for approval
4. Multiple design rounds, where stakeholders have opportunity to give feedback
5. CMS review period where stakeholders have opportunity to give feedback
6. Extensive testing and quality control of all user types and flows
7. Final website approved by MRMT
8. Website documentation
9. Possible maintenance on a quarterly basis for at least for 1 year

TIMELINE

We intend to have the task commence immediately hence applicants are highly encouraged to confirm immediate availability in their applications. Actual timelines will be developed after discussion with the selected contractor. Sufficient time will be allocated to ensure content is relevant and brings about the desired results.

QUALIFICATIONS

- The contractor should have previous experience of creating, developing and maintaining online platforms/websites for organizations implementing similar type of projects for a period not less than three years.
- The team leader should have professional qualifications in information technology with exposure to multimedia applications and should have access to key professional staff qualifications and competence needed for the assignment.
- Familiarity and relevant experience in using different Content Management Systems (CMS), particularly WordPress;
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML5, JavaScript and popular frameworks (jQuery, React, etc.)
- Demonstrate the ability to create innovative and visually appealing design;

The website content will be developed in collaboration and consultation with AWF and MDC team.

HOW TO APPLY

Interested candidates are required to submit the following:

- A technical and financial proposal on how you will carry out the assignment.
- CV/organizational profile and two references (preferably former clients)
- Samples of previous work: Please send links to at least two (2) recent websites developed.

EXPRESSIONS OF INTEREST

All Interested parties should submit their applications by at Pastor Magingi pmagingi@awf.org and AWF's Procurement Focal Point eoeri@awf.org.

Application closes on **March 19th 2024**.