



TERMS OF REFERENCE FOR THE HARMONIZED MAINTENANCE AND ADMINISTRATION OF PIND'S WEBSITE PLATFORMS: CORPORATE WEBSITE (www.pindfoundation.org), NDLINK (www.ndlink.org) AND PARTNERS FOR PEACE WEBSITE (www.p4p-nigerdelta.org) AND P4P MEMBERSHIP DATABASE

BACKGROUND

PIND is a Nigerian non-profit Foundation established in 2010 with initial funding by Chevron Corporation to support a portfolio of socio-economic development programs for Nigeria's Niger Delta to improve standards of living of communities in the region. PIND supports projects in collaboration with a diverse range of donor partners including bilateral and multilateral aid agencies, federal and state government agencies in Nigeria, private companies and foundations. With an overarching goal of increasing income and employment in the region, the Foundation has two distinct but interrelated program areas, and enablers. They are:

- An **economic development program** focused on generating opportunities for pro-poor market development and employment generation.
- A **peace-building program** that strengthens conflict resolution mechanisms for enabling integrated peace and economic growth
- The **enablers**: PIND's program delivery is enabled by an integrated approach that encompasses capacity building, advocacy, communications, gender, and social inclusion.

PIND's third strategic phase plan (2020-2024) has positioned Communications as a strategic enabler to the organization's two core program areas of economic development and peacebuilding, as stakeholders interviewed during a participatory strategy review process strongly believed that strategic communications and visibility are essential. In recognition of the significant role it can play in advancing its mission, the Foundation has been deploying the power of digital media, via websites, to facilitate project objectives, social interactions and engagements, connection with stakeholders and the creation of online communities for change.

Currently, PIND deploys three independent website platforms and a membership database for its corporate communications and project specific objectives:

Head Office- Abuja
25 Jimmy Carter, Off Mahmud Ribadu
Off Shehu Shagari Way, Asokoro, Abuja, Nigeria
Phone: +234 (09)2910454

Economic Development Center- Port Harcourt
DL House, 50 B/C, Omerelu Street, G.R.A Phase 1
Port Harcourt, Rivers State, Nigeria
Phone: +234 (0) 817 2401 581

Economic Development Center- Warri
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1. Company official website (www.pindfoundation.org):

This serves primarily to provide information to the public in a manner that increases the level of awareness of PIND, its programs and successful development models among key target stakeholders and to position the Foundation as a thought-leader and go-to-organization on economic development and peacebuilding programming. The expected end result is an enhanced reputation and influence of policies, practices and investments by PIND that helps reduce conflict and poverty in the Niger Delta and attracts new funding for the Foundation's programs.

2. The Partners for Peace (P4P) Network website (p4p-nigerdelta.org) and membership database:

The Partners for Peace Network (P4P) is PIND's strategy towards building a regional peace architecture in the Niger Delta region. P4P is a network of self-identified agents of peace that have deployed the power of grassroots networking towards building peace in the region. Through the instrumentality of conflict analyses and early warning, P4P identifies, and supports existing initiatives, and creates new ones to address the conflict risk factors. The P4P website has provided a platform for coordination, collaboration and information sharing among local peacebuilding actors as they move beyond discussing the need for peace to actual engagement in peacebuilding activities. The P4P website over the years have created awareness to the peacebuilding interventions, capacity building of members and organisations in the Niger delta.

The initial success of the P4P as evidenced in its phenomenal growth in membership from 120 in December 2013 to over 9000 in December 2019 has been reinforced by establishment of a region-wide charter, the establishment of a Central Working Committee (CWC) and the conduct of region-wide interventions to address violent conflicts. **In 2015, P4P set up a database of members and hosted it on a secure server.** The database and website both serve the purpose of documenting and evidencing its large membership base.

3. NDLink website (www.ndlink.org):

PIND launched NDLink as an online information and communications platform for development actors working in the Niger Delta to meet the fundamental need for better development stakeholder coordination in the region. Through its services, NDLink plays a critical role in allowing organizations to build partnerships, expand capacity and coordinate with one another to achieve the same goal: the sustainable development of the Niger Delta region.

By using NDLink, stakeholders in the region are able to more efficiently: understand current events in the region; engage reliable partners; find staff and consultants; promote community engagement accomplishments to relevant audience; publish and find funding opportunities; build relationships and networks; find employment and; build and share collective knowledge

NDLink site builds a community of users by acting as a site that is the nexus of information relevant to development in the Niger Delta, current and of value, including:

- **COMMUNITY:** This features NDLink's community of practice including champions, contributors, funders, organizations, and members. All these categories have sub-pages on the website.

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- **NEWS:** This section is promised of development news stories, resources, including PIND's Conflict Tracker which has been given its special page on the website.
- **JOBS & OPPORTUNITIES:** This section features a jobs board including internship and scholarship for opportunities for development professionals.
- **FUNDING:** In a bid to serve NGOs and other organizations, NDLink also has a funding page which features tenders & grants as well as contract opportunities.
- **TECH:** The tech section covers startups, professionals within the tech community, and latest tech news stories.
- **BUSINESS & INVESTMENT:** Also one of the latest additions to NDLink in course of the last redesign process, the business and investment page is a database of business service provider, aquaculture service providers, co-facilitation services, and Agric clusters. This section of the site directly supports the work of PIND's economic development unit.
- **ATED:** This page showcases the work done by PIND's Appropriate Technology Enabled Development (ATED) team. It is given its own column to ensure prominence and visibility.

From inception, these three platforms and the P4P membership database have been managed independently, which has: limited effective cross-linkages between the sites for the common good of the Foundation; the harnessing and reporting of the collective magnitude of PIND's combined digital presence/capability and; cost-efficiency via a single maintenance process that offers economy of scale.

PURPOSE OF THE ASSIGNMENT

The two key objectives of this consultancy service is to engage a consultant (firm or individual) on a retainer basis:

- To keep the three PIND websites (including their affiliated microsites) and the P4P membership database active by ensuring their hosting, maintenance, security, servicing and overall upkeep of the website and database infrastructures
- To ensure closer cross-linkages and leverages among the three sites via branding, promotions and reporting and explore integration of the membership database as an integral part of the P4P website

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SPECIFIC OBJECTIVES

- **To maintain websites' content infrastructure:** The vendor should ensure that the websites and membership database infrastructure are maintained without broken pages and dead links. Most importantly, to ensure the sites is mobile-friendly: always appear well on mobile, tablets and web, and are well optimized for all search engines and speedy page loads
- **To remodel sections of the websites as well as implement the renewal of Hosting and Security Certificate on the sites and the membership database:** All through this contract period, there will be need to restructure parts of the three websites (PIND, NDLink, P4P), including the homepages and minor improvements to their title pages and layouts. The vendor should be prepared to work with the relevant teams in PIND (Communications, Peacebuilding and Advocacy) to carry out these remodeling activities.
- **To keep the Websites and P4P membership database optimized and safe:** The vendor is also to secure the websites and prevent intrusion from hackers and bots as well as update the platform with latest backend administration software. This assignment also includes optimizing the sites to respond quickly and load faster.
- **To maintain NDLink's community database:** The vendor will also manage NDLink's database of members, organizations and forum discussions. This will also be designed in a user-friendly interface to encourage usage and discussions in the forum.
- **To provide content development and management support for the PIND corporate website:** This will come in the form of updating the website with new content provided by PIND's Communication team, and helping to write original content with materials provided by PIND
- **To produce combined analytics report across the three websites on a quarterly basis to show PIND's overall digital performance.** This does not replace the monthly analytics report for each of the platforms

SCOPE OF WORK

This work will mostly be virtual with face-to-face meeting deployed when necessary. The vendor will be expected to carry out all activities related to the websites on the internet. The vendor will also ensure that all content on the websites/database is available for users, including the Forums and the download sections.

ACTIVITIES AND TIMELINES

S/N	Description of activities	No of days	Associated Deliverables (Codes)
T1.	Website hosting Renewal of three Web domains/membership database hosting and Wildcard SSL certificates; Support for the purchase of an annual security certificate for PIND, NDLink and P4P websites, payment of web hosting and the		D1

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	<p>deployment of same for the three websites and the membership database.</p> <p>Search and implement opportunities for joint procurement of items (hard or software) for the management or hosting of the websites to achieve cost-savings</p>		
T2.	<p>Website/database Infrastructure Monitoring and Quality Assurance:</p> <p>Software and hardware Management Information Systems Security Data Maintenance Website Availability Website Reliability Website Responsiveness Website design and branding standard maintenance Change control</p> <p>Source (version control): See https://git-scm.com/book/en/v2/Getting-Started-About-Version-Control</p> <p>Website accessibility: site should meet the standard for this highlighted on https://www.w3.org/TR/WCAG21</p>		D2
T3.	Monthly maintenance of the content infrastructure of the websites and membership database		
T4.	<p>Content publishing and design update of the websites:</p> <p>Remodelling sections of websites including the homepage, the Development Map on NDLINK and other subpages, creating new features and pages as needed, ensuring a mobile-first design for improved user experience on mobile devices</p> <p>Publishing new content and periodic management of key words for the sites</p>		D3
T5.	<p>Website Performance Monitoring</p> <p>Provide website performance analytics reports:</p> <p>Use search engine optimization to improve volume/quality of traffic and produce monthly analytics for each website to show performance.</p> <p>On a quarterly basis, develop a combined robust analytics report of the performance of PIND's digital space across the</p>		D4

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	three websites, with analysis of the performance and recommendations where needed		
T6.	Website newsletter database subscription: Support the subscription payment for the PIND and P4P websites' newsletter database where needed, either on Mail chimp or any other alternative newsletter platform		D5
T7.	Corporate website: Content authoring, management and support: Support content reviews, development, repurposing, publishing, archiving and ensuring graphic design on homepage and other pages website are constantly refreshed		D6
T8.	Corporate website: Design, develop and launch the PIND 2020 annual report microsite		D7

DELIVERABLES

Item	Due date
D1. Renewal of Web domain hosting and Wildcard SSL certificate integrated with the websites/membership database and cost-savings via software/hardware purchase achieved	As at when due for each
D2. High performance website that is accessible to people with disabilities and only-keyboard users for navigation: Highly SEO optimized, speedy page loads and mobile-friendly websites accessible to users on any device all year round, well managed, maintained and safe (including the affiliated microsities).	Monthly
D3. Relevant sections and pages on all websites remodeled as needed and up to date with industry innovations and standard. Mobile-first design to improve user experience always mandatory	On needs basis
D4. Insightful monthly and quarterly performance reports for the websites/membership database (individual and collective)	1 st week of each new month and quarter
D5. Varieties of content created, repurposed and managed on the PIND website according to content plan	Monthly
D6. PIND and P4P website newsletter database subscriptions duly paid as needed	When due

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D7.	Annual report 2020 microsite built and launched to required standard and time	June, 2021
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DURATION

This assignment will run on an annual contract (12 months) starting from January 1, 2021 till December 31, 2021.

COSTS

Cost proposal for this assignment must be presented in two separate parts:

1. Annual professional fees (stating fee per month or per quarter)
2. Anticipated third party costs (such as subscriptions, software, hardware, hosting etc) for any of the deliverables (please specific which deliverable).

The Vendor will be paid an annual retainer fees as negotiated with PIND's procurement, in line with the Foundation's compensation plans. Retainer fees, which shall be subject to the appropriate withholding tax, will be paid on a monthly basis or quarterly basis as may be preferred by the Vendor upon presentation of invoice stating deliverables and its approval by the relevant PIND personnel. Third party costs incurred shall be presented along with the monthly or quarterly invoices for ease of payments.

PIND will be responsible for the provision of all logistics and third party costs needed for the delivery of the contract.

QUALIFICATIONS

This specific assignment requires that the Vendor is experienced in website and membership database hosting and maintenance, website management and servicing, provision of security against cyber theft including maintenance and control of access to C-panels. Vendor should also possess the relevant National and International certifications

Vendor must possess;

- Development and programming experience
- Expertise in building and supporting highly social platforms
- Track record of following best practices and use of separate development and testing environments from those of any production website
- Proven ability to manage code through versioning software and scripted rollout procedures for continuous development through the aforementioned infrastructure is paramount.

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- Preference is given to open-source platforms or frameworks that benefit from community input by a large number of programmers worldwide.
- Knowledge of website content management and marketing/promotions techniques and insights will be an added advantage
- Knowledge of the Niger Delta development space is an added advantage

CRITERIA FOR ASSESSMENT AND SELECTION OF APPLICANTS

S/N	Scoring criteria	Scores allowed	Scored earned	Remark
1	Understanding of scope of work/TOR, evidenced by completeness of the proposal in addressing every aspect of the scope of work and good interpretation of the TOR	15		
2	Quality of previous projects	30		
3	Expertise in website design and administration, especially for accessibility and friendly across multiple devices	30		
4	Cost proposed –important but quality trumps especially when margin is not considerably wide.	15		
5	Quality of proposed ideas/tactics of how to achieve comparative advantage for PIND (both cost-wise and otherwise) via the joint management of the erstwhile separated websites and membership database	10		
	Total score	100 points		

HOW TO APPLY

Application containing a technical and cost proposals should be emailed to procurement@pindfoundation.org with the subject **“PIND Websites and membership database Maintenance/Management”** not later than **24th November, 2020** along with the following mandatory item/supporting documents.

Mandatory Required items from vendors/consultants who intends to bid any work or service in PIND

1. Certificate of Business Registration/Mean of Personal Identification
2. Profile of organization or Resume in case of a consultant
3. Completed PIND bio data form in case of consultants

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4. Most Recent Tax Clearance Certificate
5. Tax Identification Number
6. Full physical contact address
7. Bank Reference Letter
8. Bank details as follows:
 - I. Name of Account
 - II. Account Number
 - III. Name of Bank
 - IV. Address of Bank

Non-Discriminatory Clause:

PIND Foundation provides equal opportunity in employment and engagement for all persons, vendors, and contractors, and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion or any fact.

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