



**World Bank Assisted**  
**Project ID: P127086**  
**Contract No: ZA-SADC-GMI-60253-CS-CDS**  
**Issuance Date: 15 June 2017**

**Terms of Reference**  
**Consulting Firm for SADC-GMI Website Maintenance and Support**  
[www.sadc-gmi.org](http://www.sadc-gmi.org)

### Overview

The Southern African Development Community Groundwater Management Institute (SADC-GMI) is a newly established regional Centre of Excellence on groundwater hosted by the University of the Free State in Bloemfontein, South Africa on behalf of and under the strategic guidance of the SADC Secretariat, Directorate of Infrastructure and Services – Water Division, in Gaborone, Botswana.

The vision of the SADC-GMI is to ensure the equitable and sustainable use and protection of groundwater, as well as being a Centre of Excellence in the areas of groundwater management and management of groundwater dependent ecosystems in the region. The role of the GMI will be to:

- Promote sustainable groundwater management and solutions to groundwater challenges in the SADC region through building capacity, providing training, advancing research, supporting infrastructure development, and enabling dialogue and exchange of groundwater information.
- Conduct and support SADC Member States in groundwater research, and serve as a focal interlocutor with national, regional and international groundwater initiatives.

To achieve these objectives, the project would consist of the following components:

**Component A:** Operationalising the *SADC Groundwater Management Institute* (GMI) as a regional Centre of Excellence hosted by the University of the Free State in South Africa on behalf of and under the strategic guidance of the SADC Water Division and the SADC Subcommittee on Hydrogeology (consisting of national representatives).

**Component B:** Enhancing institutional capacity of governments in SADC Member States and transboundary organisations.

**Component C:** Improving availability of and access to knowledge, scientific research and data on groundwater.

**Component D:** Promoting infrastructure solutions for sustainable groundwater management.

SADC GMI is established as a not-for-profit company under South African law. For the remaining 1 year the SADC-GMI will act as the implementing agency of the Sustainable Groundwater Management in SADC Member States Project funded by the World Bank (through the support of the Global Environment Facility and the Cooperation in International Waters in Africa trust fund). During this period the SADC-GMI is expected to secure long term funding to become a sustainable Centre of Excellence and groundwater expertise in the region providing research, training and advice to public and private sector clients.



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University of the Free State  
205 Nelson Mandela Drive,  
Bloemfontein, South Africa

Under Component A of this project, SADC-GMI is required to maintain a website with up to date content, look and feel and functionality commensurate with its vision and image to be the Centre of Excellence within its area of practice. SADC-GMI is in the process of recruiting a dedicated service provider to lead the website maintenance and support services through real-time online services to SADC-GMI's stakeholders and partners. These Terms of Reference are for hiring a Consulting Firm to render website maintenance and support services to SADC-GMI.

**Objective of the assignment:**

The purpose of this Terms of Reference is to hire services of a qualified Consulting firm to redevelop, revamp and maintain a visibly enhanced and easily accessible website for SADC-GMI populated with up to date content readily available to its stakeholders and partners. The website in this case will constitute SADC-GMI main website, blogs and project based websites within the main SADC-GMI website. A SADC Groundwater Information Portal will also be linked to the website.

**Contract Supervisor**

The Consulting Firm will work under the overall guidance of the Communication and knowledge Management Specialist who is accountable to the Executive Director. The work of the successful Consulting Firm will also be linked to that of the short-term ICT consultants that may, from time to time be appointed by SADC-GMI to assist with the development of specific databases and other platforms necessary to create interface with the stakeholders.

**Roles and Responsibilities:**

The key responsibilities for the Website Maintenance and Support Services Consultant include the following:

- a. Improve the design of the current website thus ensuring the improvement of user interface
- b. Analyse the existing web site functionalities and make recommendations to SADC-GMI team
- c. Maintain ongoing development of the existing sites and add new features where required
- d. Manage, update and improve site navigation and information architecture
- e. Manage the web design, enhancements to the site's look and feel at least on a monthly basis
- f. Improving existing site designs for layout, graphics, etc., and developing innovative new designs
- g. Redevelopment and design of pages as necessary
- h. Baseline search engine optimization report
- i. Develop and maintain project sites and blog site as advised by the SADC-GMI Communication team
- j. Develop and maintain online platforms for events registration (conference and other events)
- k. Explore and advise on improvement of the site towards e-learning, chat and data storage and exchange platforms
- l. Development, design and implementation of new specific features on the website based on requests from the SADC-GMI team. These will occur on demand and the proposal should accommodate approximately 3 days per month for such developments
- m. Liaise with SADC-GMI with regards to the translation and uploading of content on the website in the three SADC languages, namely English, French and Portuguese as directed
- n. Assist in scheduled and/or adhoc activities related to the website as might from time to time be requested by the SADC-GMI Communication and Knowledge Management Specialist and Executive Director
- o. Management of social media platforms: Facebook, LinkedIn and Twitter
- p. Monthly report on media presence and social media performance (including media clippings/URLs).

*Website monitoring and reporting:*

- Observe timeline and benchmarks for SADC-GMI websites, track and evaluate their usability and performance;
- Provide constant web monitoring to ensure that the websites are live and functioning;
- Monitor online processes & procedures, e.g. content generation, publishing etc. and provide suggestions for improvement;
- Monthly report of the website performance, including detailed analytics of the bounce rate, page views, sources for incoming traffic, return visits, interactions per visit, average session duration as well as conversion by new and returning visitors.
- Monthly report should also include an analysis of the meaning of the website
- Annual report on the website, social media and media strategies that worked best with recommendation for the following year.
- Make recommendations on websites' enhancement and improvement of functionality based on the gathered data from monitoring reports and its analysis.

### **Eligibility of Potential Service Providers:**

The successful Service Provider will ideally be a registered company operating within the SADC region with the following minimum qualifications and skills:

- a. Be a registered entity able to render services in South African law, and have qualified key staff to undertake the assignment – key staff must be in possession of a formal tertiary level academic qualification in web services or any related field obtained from a recognized institution is mandatory
- b. Extensive knowledge and experience of website development and management by making use of innovative technologies and applications;
- c. Proven experience in internet marketing: search optimization, promotion of the websites, cross promotion and cross linking, etc.
- d. Proven knowledge of Content Management Systems (CMS). Good knowledge of Bitrix CMS will be an asset.
- e. Understanding of how web protocols work, including HTTP, HTTPS, SSL, SSH and FTP with ability to rapidly learn and master diverse web technologies and techniques.
- f. Proficiency with Graphics Software Applications (i.e. Adobe Photoshop, Corel Suite, etc.) and experience in using such tools as Macromedia, Flash, etc. Video editing software experience will be an asset.
- g. Knowledge of Google Analytics and other web statistics tools.
- h. Excellent knowledge of Microsoft Office applications, including WORD, EXCEL and PowerPoint.
- i. A combination of excellent problem solving, communication and interpersonal skills.
- j. Ability to work in a fast-paced, multitasking environment.
- k. Good command of English language
- l. Proven experience of at least 10 years in the website maintenance field is required (produce samples of work done previously in website development)
- m. Ability to work in the other SADC languages (Portuguese and French) is a distinct advantage (Produce samples of work done previously in French and Portuguese)
- n. Geographic experience in PR and Media covering several SADC Member States is required

### **Timeline**

The Consulting Firm will deliver services from the date of contract signature with SADC-GMI until 30 June 2019 with the possibility of contract extension subject to availability of funding, good performance and eligibility under the SADC-GMI procurement procedures applicable at the time.

### **How to apply?**

Eligible Service Providers wishing to be considered for this assignment should obtain the Request for Proposals from [procurement@sadc-gmi.org](mailto:procurement@sadc-gmi.org) or from the address stipulated below and attach the following documents:

- a. A Technical Proposal describing how the Service Provider intends to deliver the services foreseen in these TOR. Particularly the technical proposal should contain at least the following section
  - i. Service Provider's interpretation and understanding of these Terms of Reference. In this section include any suggestions on improvement of the Terms of Reference
  - ii. Service Provider's (SP) Method Statement. Describe what capacity the SP has to deliver the requested services and how the SP intends to execute the tasks foreseen
  - iii. The CV(s) of the key staff that will be deployed for the assignment
  - iv. Supporting documentation for the Consulting Firm e.g. Testimonials from work previously successfully executed; Company registration documents ; Links to websites previously developed
- b. A Financial Proposal which should contain a breakdown of costs for the respective activities that will be delivered. If applicable, VAT should be shown in the calculations. Vendor registration status in the Republic of South Africa, together with the Tax number should be provided, if available.

#### **Reservations and remarks**

SADC-GMI reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/deliverables are incomplete, not delivered or for failure to meet deadlines.

All materials developed will remain the copyright of SADC-GMI and cannot be submitted, distributed to or used by any other party. SADC-GMI will be free to adapt and modify them in the future.

#### **Potential service provider should submit a technical and financial proposal, both in MS Word format to:**

The Procurement and Grants Office  
SADC-Groundwater Management Institute  
205 Nelson Mandela Drive  
University of the Free State  
Institute for Groundwater Studies  
Bloemfontein  
South Africa  
E-mail: [procurement@sadc-gmi.org](mailto:procurement@sadc-gmi.org)  
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