

Terms of Reference

Design, Development and Launch of a New Organisational Website

Assignment Title	Website Design and Development Consultancy
Location	Dar es Salaam, Tanzania, with regional relevance across Kenya and Uganda
Contract Type	Consultancy / firm assignment

1. Background

Twaweza East Africa is a registered non-governmental organization with registration number 00NGO/R2/000422 of P.O. Box 38342, Dar es Salaam, Tanzania. The Head Office of Twaweza is in Dar es Salaam, with country offices in Nairobi, Kenya and Kampala, Uganda. The organisation works to strengthen citizen agency, public accountability, evidence-informed debate, and responsive governance across the region.

2. Purpose of the Assignment

The primary purpose of this assignment is to engage a qualified web developer, digital agency, or firm to design, develop, test, and launch a new, modern organisational website for Twaweza.

While the new website will play a crucial role in strengthening the organisation's overall communication, visibility, and institutional positioning, the core focus of this contract is the end-to-end technical build and design of the platform.

The website must serve as Twaweza's central digital hub to improve user experience, support external communications, and present our work in a way that is compelling, accessible, and trusted. It should be designed to attract and engage young people while maintaining the high level of professionalism and credibility expected by donors, partners, and institutional stakeholders.

3. Objectives

- Develop a modern, comprehensive organisational website that reflects Twaweza's mission, strategy, and regional footprint, ensuring a fully responsive design that provides a seamless experience across desktop, tablet, and mobile devices.
- Improve the organisation's public visibility, institutional credibility, and digital storytelling.
- Create clear user journeys for priority audiences, including young people, donors, partners, media, researchers, and the general public.
- Present publications, data, stories, multimedia, and organisational information in a more accessible and engaging way.
- Provide an easy-to-manage content management system (CMS) and build internal capacity for ongoing website updates.

4. Primary Audiences

- Citizens and community members
- Young people across East Africa and beyond
- Donors and funding partners
- Civil society, government, and development partners
- Media, researchers, and public interest audiences
- Current and prospective staff, consultants, and collaborators

5. Scope of Work

- Conduct an inception phase to confirm project goals, audiences, priorities, and technical assumptions.
- Conduct a review of the current website and identify areas for improvement.
- Benchmark peer and sector websites to identify emerging good practice.
- Develop a proposed information architecture, sitemap, navigation structure, and user journeys for key audiences.
- Prepare wireframes and visual design concepts for the homepage and key internal pages for review and approval.
- Design and develop the new website on a suitable CMS with strong usability, security, and scalability.
- Create a website experience that is attractive and relevant to young people through clear language, visual storytelling, interactive features, and intuitive, responsive navigation across all devices.
- Recommend and, where approved, implement AI-enabled functionality such as a chatbot or virtual assistant to help users find content, understand programmes, and access contact or partnership information.
- Conduct quality assurance, device testing, browser testing, rigorous security review, and pre-launch checks.
- Train designated staff to manage and update the website and provide post-launch support for an agreed period.

6. Key Deliverables and Timeline

The full lifecycle of this project, from inception to the final public launch of the website, must be completed strictly within a 3-month (12-week) timeframe. The website must be live by the end of Week 12.

Deliverable	Indicative Content	Timing
Inception report	Refined methodology, workplan, consultation approach, and confirmed requirements.	Week 1
Audit and architecture	Findings from current website review; sitemap, user journeys, and content structure for approval.	Week 2 - 3
Design package	Wireframes and visual mockups for the homepage and priority internal pages.	Week 4 - 5
Functional website build	Front-end and back-end development, CMS setup, and third-party integrations, including ATS.	Week 6 - 8
AI setup and content upload	Chatbot configuration: priority content uploaded, formatted, and quality-checked.	Week 8 - 10

Deliverable	Indicative Content	Timing
Security audit and testing	Comprehensive QA log, vulnerability testing, cross-browser checks, and analytics setup.	Week 10 - 11
Full launch and handover	Public go-live, CMS training, administrator guide, credentials handover, source files, and support plan.	Week 12

7. Functional and Technical Requirements

7.1 Functional Requirements

- A clear and engaging homepage with concise messaging, strong visual hierarchy, and prominent calls to action.
- Dedicated or clearly signposted pathways for priority audiences such as young people, donors, partners, media, and researchers.
- Well-structured sections for programmes, publications, stories, news, opportunities, organisational information, and contact details.
- Search functionality and logical filtering for publications, stories, or knowledge content where relevant.
- Interactive AI chatbot: an AI-enabled chatbot or virtual assistant to support site navigation, provide easy search functionality, and drive user engagement.
- Automated ATS integration (Careers Page): the Careers / Opportunities page must include a direct integration with Twaweza’s external Applicant Tracking System (ATS).
- Developer note: the vendor must coordinate via REST API, webhooks, or secure dynamic embed widgets provided by the ATS software to ensure open vacancies are synchronized and displayed in real time on the website without manual dual-entry.

7.2 Strict Security and Technical Requirements

To protect organisational data, user privacy, and donor trust, the vendor must adhere to stringent enterprise-level security standards. The technical build must include:

- **Vulnerability mitigation:** Protection against OWASP Top 10 web application security risks, including safeguards against SQL injection, Cross-Site Scripting (XSS), and Cross-Site Request Forgery (CSRF).
- **Infrastructure security:** Implementation of a Web Application Firewall (WAF) to filter malicious traffic, along with spam protection and basic DDoS mitigation.
- **Encryption and access:** Enforced HTTPS/SSL encryption across the entire site. CMS access must require robust role-based permissions and mandatory Two-Factor Authentication (2FA) or Multi-Factor Authentication (MFA) for all administrative accounts.
- **API security:** Secure endpoint configuration and token authentication mapping for the external ATS and chatbot integrations to prevent data leaks.
- **Data privacy:** Compliance with applicable privacy, cookie, and data protection requirements, especially concerning the processing of user inputs via the AI chatbot feature.
- **Resilience:** Automated, scheduled site backups stored in a secure secondary location, alongside clear disaster recovery and software update practices.

- **Performance:** Clean URL structures, search engine optimisation readiness, and strong performance standards for page speed and usability across desktop and mobile.

8. AI-Enabled Functionality

- **Proposal details:** The proposal should explain the intended user cases, technology approach, content sources, administration model, privacy considerations, and any recurring costs.
- **Use cases:** Possible user cases may include helping visitors easily search for and find reports, navigate programmes, understand key themes, locate contact points, or access partnership information.
- **Maintainability:** The proposed solution should be manageable by Twaweza after handover and should not create unnecessary operational complexity. Bidders should state clearly whether the chatbot is included in the quoted price, offered as an option, or subject to third-party licensing.

9. Consultant / Firm Qualifications

- Demonstrated experience in designing and developing websites for civil society organisations, research institutions, or international NGOs.
- Strong capability in UX/UI design, information architecture, content presentation, and front-end / back-end development.
- Experience with analytics setup, SEO good practice, and, preferably, AI/chatbot or virtual assistant integration.
- A portfolio of at least three relevant projects completed in the last five years.

10. Evaluation Criteria

Criterion	Weight
Understanding of the assignment and quality of proposed approach	25%
Relevant experience and portfolio	25%
Technical quality, including UX, responsive design, and AI/chatbot approach	20%
Qualifications of the proposed team	10%
Financial proposal and value for money	20%

11. Proposal Submission Requirements

Interested candidates should submit the below application materials in English language:

- A one-page application letter expressing interest, availability, and a summary of key competencies relevant to the assignment.
- A technical proposal describing understanding of the assignment, methodology, workplan, team composition, and proposed approach to website design, youth engagement, and AI/chatbot functionality.
- A financial proposal (quotation) showing professional fees, applicable taxes, and any recurring or third-party costs separately.
- A resume (maximum three pages) or profile of the firm, including brief CVs of key personnel.
- Links or samples of at least three comparable website projects.

- Three referees who can attest to the applicant's capabilities or reference letters.

12. How to Apply

Applications must be submitted electronically to jobs@twaweza.org, with a copy (CC) to Samiath Yusuph at syusuph@twaweza.org, no later than **12th July 2026**.

To ensure your submission is processed correctly, the subject line of your email must read exactly: **Website Design and Development Consultancy**

Twaweza reserves the right to request clarifications, interview shortlisted bidders, and negotiate the final scope and contract terms prior to awarding the contract.

Please note: Only shortlisted candidates and firms will be contacted. If you have not received a communication from us within two (2) weeks of the submission deadline, please consider your application unsuccessful. We sincerely appreciate your interest in collaborating with Twaweza and thank you for the time invested in preparing your proposal.