Background

Asia Pacific Malaria Elimination Network (APMEN) is looking for a suitably qualified and experienced company referred herein as ‘Consultant’, to provide website design, development and management services hereinafter referred to as ‘Services’.

Introduction to Asia Pacific Malaria Elimination Network

The Asia Pacific Malaria Elimination Network (APMEN) is a network of countries and stakeholders in the Asia Pacific region, that are committed to working towards malaria elimination. The Network acts as a platform to allow collaboration and exchange between regional malaria control programs and a range of international elimination partners from the academic, research, non-governmental and private sectors, as well as the World Health Organization (WHO).

APMEN was established in 2009 to bring attention and support to the under-appreciated and little-known work of malaria elimination in Asia Pacific. Beginning with 10 founding countries in 2009, APMEN now consists of 21 Country Partners: Afghanistan, Bangladesh, Bhutan, Cambodia, China, the Democratic People’s Republic of Korea (DPRK), India, Indonesia, Lao People’s Democratic Republic, Malaysia, Myanmar, Nepal, Pakistan, Papua New Guinea, the Philippines, the Republic of Korea (ROK), the Solomon Islands, Sri Lanka, Thailand, Vanuatu and Vietnam.

With major funding from the Australian Government, the Bill & Melinda Gates Foundation, and support from other partners, the APMEN’s aim is to collaboratively address the unique challenges of malaria elimination in the region, through knowledge exchange, capacity strengthening and building the evidence base for elimination. APMEN also works in close partnership with the Asia Pacific Leaders Malaria Alliance (APLMA), to enhance and streamline the Asia Pacific’s regional response to malaria. The APLMA-APMEN partnership aims to strengthen elimination efforts through combining the political advocacy and multisectoral access of APLMA with APMEN’s technical expertise and engagement with malaria control programs.

Objective

The APMEN communications objective is to deliver a coordinated regional communications strategy that engages country programs, partner institutions, experts, decision-makers and influencers to help strengthen capacities, drive political will and mobilize resources that will accelerate regional and national efforts to end malaria.

APMEN is seeking agency support to the redesign, development, monitoring and management of the APMEN website (www.apmen.org)

Expected Outputs/Deliverables

The Agency will be responsible for delivering the following:

Update of brand of APMEN
Refresh and update the design of APMEN branding and logo

Redesign and develop the APMEN website

- Develop proposal for all the design elements and visuals for the website structure
- Co-create website structure, narrative for wireframes, storyboard with APMEN team
- Develop UI/UX components (web templates, style sheets, scripts, images, etc.) as needed.
- Develop a Content Management System (CMS)
- In website development, the following features:
  - Interactive, user-friendly, mobile friendly and responsive design;
  - A design that is accessible across most popular browsers and is testable with validation tools;
  - A design that allows regular improvements on look and features;
  - The CMS should be dynamic and allow information to be easily updated by administrative staff without specialized web development skills;
  - Ability to incorporate all the network's social media platforms (Facebook, Twitter, YouTube, etc.) with live update options;
  - Integrate an effective search function;
  - Social bookmarking to allow users to organize their favourite content and share it on their social media accounts through social media shortcuts;
  - Search Engine Optimization and ability to work well with search engines;
  - Incorporate Google analytics;
  - Link the site with other platforms such as partner websites and central APMEN/APLMA websites;
  - Password protected pages.

Management support of the website

- Provide administrative and technical support, quality control for a period of 12-24 months
- Ensure handover of full source code, including all developed libraries, to APMEN project leads at close of consultancy
- Provide Skype training to APMEN leads for CMS navigation

The work process will be managed by the APMEN Secretariat and APLMA/APMEN Communications Manager, with approval of deliverables to come from the APMEN Senior Director. The scope of the contract shall be conducted remotely with contact with relevant stakeholders via electronic communications means.

The successful Agency is required to effectively collaborate with key stakeholders in the analysis and development process to collect information, photo and video footages for the development of website.

Required Skills

- Excellent in web design and development
- Knowledge in writing and speaking of the English language, preferably with capabilities in other Asian languages
- Expertise in the field of public health communication
− Track record producing websites for international organizations. Global health and development fields preferred.
− Proven experience in working with different cultural settings
− Effective interpersonal and relationship management skills
− Creative thinking with respect to developing new and compelling visuals and content

Evaluation Considerations

− Corporate capability and organizational structure for execution of the services
− Demonstration of ability of governance and oversight structures of the firm for ensuring the timeliness and quality of consultancy services
− Demonstration of ability to provide services using personnel with requisite qualifications for provision of the services (shall be assessed based on the submitted CVs of the proposed project team)
− Description of the Offeror’s approach, methodology, and timelines for meeting or exceeding the requirements of the Terms of Reference (details of how the different service elements shall be organized, controlled and delivered.

Procedure of submitting the proposal

The proposal complete with pricing and project timetable should be submitted in English digitally to cmercado@apmen.org by January 30, 2020.