



CALL FOR TENDER

Terms of Reference for Website Consultant

Development of the Main Website for the World Migratory Bird Day Campaign

Environment for the Americas (EFTA), the Convention on Migratory Species (CMS) and the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) [the Contractors] are seeking an experienced Wordpress Developer to create a new website for the global annual World Migratory Bird Day (WMBD) campaign.

Background

On 26 October 2017 on the sidelines of the CMS COP12 in Manila, Environment for the Americas (EFTA), the Convention on Migratory Species (CMS) and the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA), three leading bird conservation organizations, announced an innovative partnership to boost awareness of the plight of migratory birds around the world. The new partnership formally unites two of the world's largest bird education campaigns, International Migratory Bird Day (IMBD) and World Migratory Bird Day (WMBD) in a bid to strengthen recognition and appreciation of migratory birds and highlight the urgent need for their conservation.

IMBD was created in 1993 to raise awareness of migratory birds and their conservation throughout the Western Hemisphere. Now in its 24th year, IMBD has grown into a framework underpinning 700 events across the Americas, from Canada to Argentina and more than 15 countries in the Caribbean.

WMBD was initiated by AEWA and CMS in 2006 originally as a way to counter the negative public opinion towards migratory birds due to the spread of the H5N1 Avian Influenza virus. Following the launch in 2006, the campaign was celebrated globally around a central theme each year. A total of over 2,000 events have taken place in 140 countries since the campaign started.

The new collaboration between the Convention on Migratory Species (CMS), the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) and Environment for the Americas (EFTA) establishes a single, global campaign organized around the planet's major migratory bird corridors. These include the African-Eurasian, the East Asian-Australasian, and the Americas flyways.

From 2018 onwards, the new joint campaign will adopt the single name of "World Migratory Bird Day" and major celebration events will be organized twice a year, on the Second Saturday in May and October.

The new World Migratory Bird Day needs a new global campaign website uniting the former www.worldmigratorybirdday.org and www.migratorybirdday.org / www.birdday.org.

The new website should take the best elements and content from each of the current websites and present the campaign in a new, fresh and elegant state-of-the art campaign website.



Duties and Responsibilities

- **Objectives of the assignment:**

Environment for the Americas (EFTA), the Convention on Migratory Species (CMS) and the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) [the Contractors] are seeking to engage a consultant to develop a new website based on WordPress content management system for the global and annual campaign World Migratory Bird Day.

The new campaign website and its template will have the following characteristics:

- Visual and modern frontpage;
- Responsive;
- Events registration;
- Events Map (Custom WordPress Module to be provided by the developer of the International Migratory Bird Day website);
- Social Media integration;
- Newsroom;
- Enhanced user account profile page for public display but also for management of past submitted events;
- Subscription and notification systems;

- **Scope of Work and Deliverables:**

The assignment will have two phases that are in line with the two days of campaign (one day in May and one day in October) and the consultant will deliver the following in close coordination with the campaign's coordinator:

First phase (January to April 2018):

- Provide an inception report and a detailed workplan within the first week of the start of the consultancy;
- Setup a development environment and provide a first draft version of the website as per the planning of the project for approval by the campaign coordinator;
- Propose templates that could be easily adapted to the future campaign themes without involving further template development; (The template should already include functionalities such as changeable color schema, etc.); The consultant should consider that this is an annual campaign with a different theme, slogan, poster and color code for each year that should be reflected on the campaign website; Such flexibility should be considered with any template proposal;
- Work with existing developers of the previous campaign websites, in particular for the integration of the existing event registration and map custom modules;

- Provide a fully functional but minimal production website by April 2018 at the latest (minimum functionalities to be determined in coordination with the campaign's coordinator at the start of the consultancy);

Second phase (May to October 2018):

- Establish a procedure for the archival and accessibility of the legacy campaign websites and their contents through the new website;
- Setup a procedure and import part of the contents from the previous campaign websites. The contents to be imported will be determined in coordination with the campaign coordinator.
- Provide necessary helpdesk and troubleshooting service as needed after the official launch of the website on any website related technical issues;

- **Reporting Requirements:**

The consultant will work under the overall supervision of the World Migratory Bird Day campaign coordinator.

Competencies

- **Core Values / Guiding Principles:**

- Integrity and Fairness: Demonstrate consistency in upholding and promoting the values in line with the UN Code of Conduct.
- Professionalism: Demonstrate professional competence and expert knowledge of the pertinent substantive areas of work. Conscientious and efficient in meeting commitments, observing deadlines and achieving results.
- Cultural sensitivity and valuing diversity: Demonstrate an appreciation of the multicultural nature of the organization and the diversity of its staff. Demonstrate an international outlook, appreciating difference in values and learning from cultural diversity.

- **Core Competencies:**

- Work in teams: Demonstrate ability to work in a multicultural, multi ethnic environment and to maintain effective working relations with people of different national and cultural backgrounds.
- Communicating and Information Sharing: Facilitate and encourage open communication and strive for effective communication.
- Self-management and Emotional Intelligence: Stay composed and positive even in difficult moments, handle tense situations with diplomacy and tact, and have a consistent behavior towards others.
- Conflict management: Surface conflicts and address them proactively acknowledging different feelings and views and directing energy towards a mutually acceptable solution.



- Appropriate and Transparent Decision Making: Demonstrate informed and transparent decision making.

Required Skills and Experience

- **Minimum Requirements:**
 - At least 5 years of proven experience in developing and managing websites using content management systems, in particular WordPress;
 - Provide at least 3 examples of previously developed WordPress website projects where the candidate had leading development responsibilities;
 - Demonstrate capacity in web project management and provide details about any preferred method to keep track of progress, changes and outcomes;
 - Prior experience in developing websites for international campaigns will be an asset.
 - Prior experience in the UN System will be an asset.

Languages:

- Fluency in written and spoken English is required.

References:

- Minimum of three client references that include the name of the contact person, title and contact information.

Remuneration:

- The consultancy fee will be negotiated before contracting. Each payment will be based on a predefined and formal agreement between the contractors and the consultant and will be disbursed based on satisfactory completion of agreed deliverables.
- A financial proposal must be submitted which should include the following:
 - Consultants' fees for the completion of the project;
 - Other relevant costs;

Communication:

- The consultant must be reasonably accessible by email and telephone (preferably mobile). The use of reliable, internet-based (Skype or equivalent) is required.



Location and Duration:

- The consultant will be home-based;
- The consultant will be engaged during the period extending from January to December 2018 for a two-phased development approach with the first deadline for delivery in April 2018 and the second deadline in September 2018. (Exact dates of deadlines will be determined based on the project's workplan).

Contact and application procedure

EFTA, AEWA and CMS [contractors] are looking forward to receiving offers from interested candidates by **18 January 2018**.

Offers should include:

- A basic road map and suggested timeline for the project;
- A Financial proposal;
- A detailed Company/Consultant Profile or Curriculum Vitae (CV) and a covering letter to demonstrate how the candidate meets the requirements of the job;
- Submit to Ms Dunia Sforzin at: dunia.sforzin@unep-awea.org

References:

- www.worldmigratorybirdday.org
- www.migratorybirdday.org / www.birdday.org.