TERMS OF REFERENCE
WEBSITE RE-DESIGN AND RE-DEVELOPMENT

1. Background RNW Media[1]

RNW Media is an international digital media organisation working on social change. We believe in a world in which young people, in all their diversity, confidently claim their rights, assume their place in society and drive social change. Our mission is to accelerate the impact of changemakers by co-creating youth-centred digital media solutions built on data insights and mutual learning experiences.

Our aspirational goal is that by 2030, through digital media, one billion young people can make informed decisions, advance their rights, and affect society.

2. Scope of the Assignment

We are looking for skilled individual(s) that can help us re-design and re-develop our two websites rnw.org and rntc.com. The goal of the project is to re-develop the two websites with the same design language in order to ensure brand cohesiveness, while fulfilling the needs for both websites.

RNW Media is looking for a web design and web development agency for our rntc.com and rnw.org website projects based anywhere in the world.

Starting on 1 September 2023 for a duration of three months.

Duration:	Maximum of 3 months, with a preference for agencies that can conduct the work in a shorter period of time
Reports to:	Positioning and Visibility Lead and the Digital Product Manager

3. Key Deliverables

By the deadline, the agency is expected to have delivered the following:

1. Re-design and re-development of the rntc.com website
2. Re-design and re-development of the rnw.org website
3. Provide support in hosting integration if necessary
4. Provide guidelines for integrated management systems such as the CMS

4. Activities

The agency is expected to perform the following activities in order to successfully deliver the final product(s):

Design

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[1] For more information visit our website: https://www.rnw.org/about-us/

- Develop the information architecture and sitemap;
- Create wireframes or prototypes to visualise the websites' structure and layout;
- Design the user interface (UI) and user experience (UX) elements;
- Choose the colour scheme, typography, and visual elements using RNW Media's brand guidelines;
- Obtain feedback and iterate on the designs.

Development
- Set up the development environment, including the choice of programming languages, frameworks, and content management systems;
- Convert the design into a functional website using HTML, CSS, and JavaScript or a CMS;
- Implement interactive features, such as forms, navigation menus, and search functionality;
- Integrate with databases or other systems;
- Conduct regular testing during the development process.

5. Agency profile

We are looking for an agency with the following qualifications and skills:
- A good understanding of site tree building and wireframing;
- Relevant experience in interactive (webforms, applications etc.) web UI design;
- Experience in implementing consistent color palettes;
- Ability to provide feedback on current design guidelines and functionality when applicable;
- Strong communication skills, with the ability to communicate detailed concepts clearly and concisely both in writing and verbally;
- Experience in integrating third party tools (CRM, CMS, etc.) via APIs;
- Experience and expertise in HTML, CSS and JavaScript.

6. Assignment Schedule

Activity	Timeline
Wireframe & Sitemap creation (re-iteration if necessary)	September 29th 2023
Graphic & UI Design	October 20th 2023
Set up development environment	October 27th 2023
Develop websites and integrate 3rd party platforms	November 17th 2023
Quality assurance & set live	December 15th 2023

Changes to the schedule can be made in consultation with RNW Media.

7. Application Procedure

Interested applicants are invited to submit a proposal to Alvaro Yanguas alvaro.yanguas@rnw.org (Positioning and Visibility Lead) and Yasmin El-Beih yasmin.elbeih@rnw.org (Positioning and Visibility Expert) no later than **01.09.23.**

The proposal should include:

- Brief description of the applicant's recent experience on comparable assignments;
- Detailed budget proposal.

Only short-listed candidates will be contacted.

8. Remuneration

The remuneration for the assignment will be discussed and agreed upon with the consultant.

RNW Media's standard procedure for payment is:

Method of payment: Bank transfer
Payment schedule: Payment will be done in increments when the following conditions
                       are met:
- Completion and confirmation of the wireframe and site tree for both websites (20% of the total payment).
- Completion and confirmation of the UI and graphic design for both websites (40% of the total payment).
- Completion and confirmation of the web development and integration of third-party tools (40% of the total payment).