## Annex E
## Terms of Reference
## MMC website maintenance & upgrade

### BACKGROUND

The Mixed Migration Centre (MMC) is a leading source for independent and high-quality data, information, research and analysis on mixed migration. Through the provision of credible evidence and expertise on mixed migration, MMC aims to support agencies, policy makers and practitioners to make well-informed decisions, to positively impact global and regional migration policies, to contribute to protection and assistance responses for people on the move and to stimulate forward thinking in the sector responding to mixed migration. MMC focuses on 6 core regions, with regional teams in each of these: Eastern Africa & Yemen; North Africa; West Africa; the Middle East, Asia and Europe. Read more about the MMC here: www.mixedmigration.org. The MMC is part of the Danish Refugee Council.

### PURPOSE OF THE CONSULTANCY AND TASKS

In August 2018, MMC launched its new website http://www.mixedmigration.org/. The purpose of this consultancy will be maintenance and several upgrades of the existing mixedmigration.org website as well as the development of a comprehensive training guide for future maintenance and additions/upgrades by MMC staff.

The following list comprises requests for specific changes as well as for a more open process to create solutions together. We are seeking a consultant specializing in UX design who can suggest and implement changes to ensure our site impacts on our target audience, and attracts more users, who spend longer on our site.

Maintenance:
- General maintenance to ensure all links work correctly and files are stored correctly. Find and resolve any 404 errors. Perform a clean-up on the back-end and review and correct the use of file names and tags for clarity and consistency.
- Update WordPress core, plugin upgrades and themes, and ensure that the website functions correctly in line with the upgrades.
- Review the overall security of the website: identify risks and propose and implement solutions to prevent threats and attacks.

New features
- Develop a sticky header as the user scrolls down
- Add a clickable map to the 'regions' page, to lead users to relevant region (design to be supplied)
- Add LinkedIn and YouTube icons
- Develop a 'news' or 'latest on MMC' section to highlight events, new projects, press releases/statements, including a twitter feed on the side
- Add a way to create post templates or allow a way to duplicate posts
- Create a space for publication of weekly quotes/mini-stories of migrants
- Propose and implement a solution encouraging users to submit research ideas and questions

Upgrade to existing pages:

**Resources page**
- Make it possible to search resources by year, and in ascending/descending chronological order

- Make it possible to add a section under published by indicating supported by
- Make it possible to search resources by language

**About MMC**
- Redesign the 'meet the global team' section to clearly present the regions/duty stations
- Propose a new solution for showcasing latest research and publications/resources
- Add a space to publish MMC's global strategy

**Donor logos**
- Make it possible to add donor logos on the bottom of pages i.e. the MMR page

**4Mi page and regional pages**
- Restructure the 4Mi page and 4Mi Interactive page, and regional pages - propose designs for organizing visuals (menu / search / filters).

**MMR page**
- Ensure that the parent-page for the MMR and sub-pages for the yearly editions are structured correctly on the back-end of the website.

Training and future maintenance
- Upgrade the user manual and provide initial training to ensure all necessary features and tasks are covered and easily understandable.
- Advise on SEO

## TIMELINE, PROCESS, & PAYMENT SCHEDULE
- The expected timeframe for the project is three months, with an expected start up in June, but with some flexibility on the start date.
- The process will start with a virtual kick-off meeting between the website development team and the MMC team to clearly define objectives, timelines and expectations. The list of specific requirements/wishes for the website structure and details of the contractor's proposals will be discussed and agreed during this meeting.
- All content and text will be provided by the MMC.
- An iterative process is expected, whereby the designers will submit various ideas and drafts and incorporate feedback from MMC staff before the updated version of the website is agreed upon and launched.

The consultant will receive 30% of the total fee upon signature, 70% upon the full and satisfactory completion of the deliverables.

## REPORTING ARRANGEMENT
The web developer will report to the Communications and Reporting Officer and coordinate all work with MMC Geneva. The primary contact point for the consultant/consultancy firm will be:
Fiona Servaes, MMC Global Communication Officer (fiona.servaes@mixedmigration.org)

## PROPOSAL EVALUATION
The bids will be evaluated based on the lowest priced compliant technical bid.

## REQUIREMENTS FOR SUBMISSION OF PROPOSALS
Any contractor interested in submitting a proposal is expected to meet the following requirements:

- Strong portfolio in Web and UX design (using WordPress); with experience in designing for non-profit organizations or similar websites (universities, research institutes, knowledge management applications, etc.).
- Ability to communicate in English and deliver projects under a tight deadline.
- Flexibility and timely responses to queries by the MMC team

## APPLICATION PROCESS

Interested applicants who meet the required profile are invited to submit an expression of interest including:

i.The CV(s) of participating consultants with details of qualifications and experience.

ii.Brief technical proposal that summarizes understanding of the TOR, methodology and tools to be used. The technical proposal should only include a preliminary suggested outline and design for the MMC website and maintenance upgrade (1000 words max), including any suggestions for special features/elements. Samples of previous work may be included where relevant.

iii.Financial proposal(on the RFQ form attached to this tender package) for the MMC website and maintenance upgrade providing a lumpsum in CHF total for delivering on all requested output. All costs (including all subcontracting and travel costs) are to be included in the lumpsum consultancy. VAT should not be included.

iv. Copy of ID and copy of company registration

v. Copy of registration of majority owner of the company

Please forward the RFQ, in English and marked "MMC Website Consultancy" no later than 13 May 2022.