

REPUBLIC OF LIBERIA  
OFFICE OF MINISTER OF STATE WITHOUT PORTFOLIO

DIASPORA AFFAIRS DEPARTMENT  
DIASPORA ENGAGEMENT PROJECT (DEP)  
Grant No: P124809

CONSULTANT SERVICES: **WEB DESIGNER/MANAGER**

**Request for Expressions of Interest**

1. The Government of Liberia has received a grant from the International Development Association (IDA) toward the cost of establishing and operationalizing the Diaspora Affairs Department, and the government intends to apply part of the proceeds for consulting services for a Web Designer.
2. The objective of the assignment is to strengthen the communication and networking coordination capacity of the Diaspora Affairs Department. The web designer shall establish a simple and basic communications infrastructure - communication hardware and applications, including webpage, database and content development. The Web designer shall train and transfer knowledge to at least three staff of the Diaspora Affairs Department to effectively carry out the networking mechanism with relevant diaspora organizations.
3. The GOL now invites eligible individual local consultants to indicate their interest in providing the services. Interested consultants must provide information indicating that they are qualified to perform the services (CVs, description of similar assignments, experience in similar conditions).
4. Consulting firms are allowed to propose individuals for this assignment. However, only the experience and qualifications of individuals shall be used in the selection process, and corporate experience shall not be taken into account and the contract would be signed with the proposed individual.

**QUALIFICATIONS:**

5. The Web Designer/Manager shall have the following educational and professional qualifications:
  - a. At least a University degree in communication technologies or equivalent, preferably with a specialization in web design from a reputable institution;
  - b. At least four years of recent experience in designing user-friendly, visually-attractive and modern websites (including the graphical components) following web design standards and making appropriate use of Web 2.0 technologies;
  - c. Expert knowledge of modern website design techniques, including graphical design.
  - d. Knowledge of modern graphic design software tools such as Adobe Creative Suite.
  - e. Knowledge of vector-based imagery, such as maps and logos is essential.
  - f. Expert knowledge of modern web standards and usability guidelines.

- g. Expert knowledge of XHTML, CSS & JavaScript.
  - h. Expert knowledge of Web 2.0 services.
  - i. Basic knowledge of internet protocols, databases & programming.
  - j. Basic Knowledge of XML standards and technologies, including AJAX is an asset.
6. **Duration of assignment:** A total timeframe of 30 working days is envisaged for the delivery of products and services.
7. The consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits and Grants by World Bank Borrowers” dated January 2011. Interested individual consultants may obtain further information at the address below from Monday to Friday between 0830 hrs and 1630 hrs during working days.
8. Expressions of Interest, clearly marked “**Web Designer/Manager**”, must be delivered to the address below by hand, mail or email, by 1400 Hrs on **February 24, 2013**. Only short listed candidates will be contacted.

**Ministry of State without Portfolio**  
**5<sup>th</sup> Floor Foreign Affairs Building**  
**Capitol Hill**  
**Monrovia, Liberia**  
**Attention: Minister of State without Portfolio**  
**E-mail: [diaspora.project@yahoo.com](mailto:diaspora.project@yahoo.com)**

## **Terms of Reference**

### **Web Design Consultancy Services**

#### **Background**

In response to a request from the Government of Liberia for support to its Diaspora Affairs Department in the Office of the Minister of State without Portfolio, the World Bank has approved a grant to undertake specifically defined activities within a two year period beginning March, 2014.

Accordingly, the Minister of State without Portfolio requires the services of a competent, innovative creative individual to be provide consultancy in web design who will provide leadership to the project team and undertake related duties.

#### **Objectives of the assignment**

The objective of the assignment is to strengthen the communication and networking coordination capacity of the Diaspora Affairs Department. The web designer shall establish a simple and basic communications infrastructure - communication hardware and applications, including webpage and content development. The Web designer shall train and transfer knowledge to at most three staff to effectively carry out the networking mechanism with relevant diaspora organizations.

#### **Scope of the Work**

The work will be undertaken under the supervision of the Minister of State without Portfolio in close collaboration with the Project Coordinator of the Diaspora Affairs Department of the Ministry of State. The main task of the web designer will be to design a website as well as train other staff on the usage of modern communication devices for the Diaspora Affairs Department that is consistent with the design of other diaspora program website while having a distinct look.

The content and features of the website is likely to include the following items:

- a. Introduction and background information;
- b. A programme of events (daily and for each two week event);
- c. A daily summary (to be updated daily during the event);
- d. Link to Liberian diaspora organizations (ULAA, EFLA, LDDC, CafeLib, LPN) relevant ministries and agencies (MoFA, MICAT, MoPEA et al) as well as partners' websites (World Bank, UNDP, USAID, AU Diaspora Program et al);
- e. Multimedia items such as photos, video or audio recordings;
- f. Publications in PDF as well as sources files;
- g. Presentations (PowerPoint and PDF);
- h. Password protected space for session organizer to post information and upload documents and presentations.

Please note that the website will be updated during the events by the Diaspora Project Team and, as such, the design should facilitate easy updating by non-technical staff members.

The web designer will be encouraged to make use of his/her expertise and creativity to propose and implement relevant website enhancements.

## **Key Deliverables**

The deliverables consist of the following products and services:

1. The web portal on the Diaspora Engagement Program in English;
2. All related sources files and documentation.

## **Timeframe**

A total timeframe of one month is envisaged for the delivery of products and services specified above from April to May, 2014.

## **Qualifications and Experience**

- k. At least a University degree in communication technologies or equivalent, preferably with a specialization in web design from a reputable higher learning institution;
- l. At least four years of recent experience in designing user-friendly, visually-attractive and modern websites (including the graphical components) following web design standards and making appropriate use of Web 2.0 technologies;

## **Technical Skills and Expertise**

- Expert knowledge of modern website design techniques, including graphical design.
- Knowledge of modern graphic design software tools such as Adobe Creative Suite.
- Knowledge of vector-based imagery, such as maps and logos is essential.
- Expert knowledge of modern web standards and usability guidelines.
- Expert knowledge of XHTML, CSS & JavaScript.
- Expert knowledge of Web 2.0 services.
- Basic knowledge of internet protocols, databases & programming.
- Basic Knowledge of XML standards and technologies, including AJAX is an asset.

## **Core competencies**

- Professionalism – strong knowledge of the field of expertise with good analytical skills and ability to solve problems.
- Planning & Organizing – Ability to plan work and manage conflicting priorities.
- User Orientation – Ability to understand, analyze and respond to user needs.
- Commitment to Continuous Learning – willingness to keep abreast of new developments in the field of expertise.
- Communication – Good spoken and written communication skills, including the ability to liaise with technical staff and present information in a clear and concise style.
- Teamwork – Good interpersonal skills and ability to establish and maintain effective partnerships and working relations in multi cultural, multi ethnic environment with sensitivity and respect for diversity.

## **Application**

Submissions should contain an expression of interest, together with the curriculum vitae of the expert, stating his/her relevant experience and capacity to undertake the work.

All submission should be made electronically to [diaspora.project@yahoo.com](mailto:diaspora.project@yahoo.com) on or before **February 24, 2014 at 1400hr.**

