



TERMS OF REFERENCE (ToR)

Request for Proposal (RFP): "CORWADO-RFP-JBA-26-003 Website Upgrade, Performance Optimization and Digital Enhancement Services" Call for Expressions of Interest (EOI)

Reference Number: CORWADO-RFP-JBA-26-003



Background / Introduction

Consortium of Rural Women for Agribusiness Development Organization (CORWADO) is a national humanitarian and development organization committed to advancing resilient livelihoods, inclusive markets, and sustainable rural economies across South Sudan. Established to empower women, youth, and vulnerable populations, CORWADO delivers integrated, multi-sectoral programmes that address the interconnected challenges of food insecurity, climate vulnerability, poverty, and economic exclusion in fragile and conflict-affected settings.

Operating through a locally led and partnership-driven model, CORWADO implements high-impact interventions spanning climate-smart agriculture, Market Systems Development (MSD), agribusiness and value chain strengthening, financial inclusion, private-sector engagement, and rural enterprise development. These initiatives are reinforced by complementary programming in WASH, protection, gender equality and women's empowerment, disaster risk reduction, peacebuilding, and community resilience, ensuring holistic and sustainable outcomes for the communities served.

CORWADO adopts a Humanitarian-Development-Peace (HDP) Nexus approach, combining immediate humanitarian assistance with long-term recovery and development strategies. This approach strengthens adaptive capacity, supports livelihood diversification, enhances household incomes, and promotes social cohesion while addressing the structural drivers of vulnerability and inequality.

As the organization continues to expand its geographic footprint, partnerships, and multi-donor portfolio, strengthening institutional visibility and digital engagement has become a strategic priority. A modern, secure, and user-centered digital platform is essential to effectively communicate CORWADO's mission, demonstrate programme impact, enhance transparency and accountability, support resource mobilization, and deepen engagement with donors, partners, and the communities it serves.

The current website provides a foundational digital presence; however, it requires technical upgrading, structural reorganization, and functional optimization to align with international nonprofit standards and reflect CORWADO's evolving organizational maturity. This assignment therefore focuses on the redesign, enhancement, and performance improvement of the existing website, ensuring scalability, improved user experience, stronger content architecture, and compliance with modern security and accessibility requirements.

Objective of the Assignment

The purpose of this assignment is to engage a qualified and experienced service provider/ Individual consultant to undertake a comprehensive technical upgrade, restructuring, and optimization of CORWADO's existing website. The goal is to establish a high-performing, secure, and strategically aligned digital platform that strengthens institutional visibility, enhances stakeholder engagement, supports resource mobilization, and effectively communicates CORWADO's mission, programmes, partnerships, and impact.





The upgraded website must align with international nonprofit digital standards and reflect CORWADO's evolving organizational maturity, operational scale, and strategic positioning within the Humanitarian–Development–Peace (HDP) Nexus.

Specific Objectives: The assignment seeks to:

- a) Conduct a comprehensive technical audit of the existing website, identifying structural, performance, security, and user-experience gaps, and implement necessary upgrades to meet international NGO best practices.
- b) Redesign and restructure website architecture, improving content hierarchy, navigation flow, accessibility compliance, and overall user experience for diverse audiences including donors, partners, communities, and media.
- c) Strengthen institutional branding and visibility, ensuring coherent presentation of CORWADO's strategic priorities, programme portfolio, geographic footprint, impact results, partnerships, and governance framework.
- d) Optimize performance and digital reach, including full mobile responsiveness, search engine optimization (SEO), fast loading speeds, analytics integration, and enhanced discoverability.
- e) Enhance cybersecurity and data protection systems, ensuring compliance with data privacy standards, secure hosting environments, backup systems, and protection against cyber threats.
- f) Integrate stakeholder engagement features, including social media integration, multimedia storytelling capabilities, donor visibility sections, partnership portals, and structured contact/feedback mechanisms.
- g) Develop scalable and sustainable functionality, ensuring the platform supports future growth, content expansion, multi-language capability (if required), and potential integration with fundraising or grant-management tools.
- h) Build internal staff capacity, through training and documentation that enables CORWADO personnel to independently manage content updates, reporting uploads, and routine maintenance.

Overview of Key Deliverables / Scope of Work

The selected service provider will deliver a comprehensive redesign, technical enhancement, and optimization of CORWADO's existing WordPress website to establish a secure, scalable, high-performing, and user-centered digital platform aligned with international nonprofit standards. The assignment will include, but not be limited to, the following core deliverables:

- a) Design and deploy a modern, responsive, and visually compelling website that enhances user experience and reflects CORWADO's institutional identity, strategic priorities, and programme impact.
- b) Provide expert advisory services on appropriate hosting infrastructure, considering performance, scalability, cybersecurity, cost-efficiency, uptime reliability, and disaster recovery capacity.
- c) Migrate the upgraded website to a secure hosting environment with minimal service disruption.
- d) Implement automated backup, recovery, and redundancy systems to safeguard organizational data and digital assets.
- e) Develop a comprehensive Website Administration Manual and deliver structured training sessions for designated CORWADO staff covering content management, system administration, troubleshooting, and routine maintenance.
- f) Provide post-launch technical support and maintenance services for a minimum period of **Three (3) months**, ensuring system stability, performance optimization, and timely resolution of technical issues.
- g) Complete the formal handover of the website, including **full ownership rights**, source code, design assets, developed libraries, administrative credentials, and technical documentation to CORWADO.

A. Detailed Deliverables:





All new developments shall be built on CORWADO's current WordPress platform unless otherwise recommended through the technical assessment.

i. Website Design and User Experience.

The service provider will:

- a) Develop a modern, professional, and globally competitive visual identity aligned with CORWADO's branding guidelines and institutional positioning.
- b) Produce a cohesive graphic concept and design architecture that clearly communicates CORWADO's mission, programmes, partnerships, geographic footprint, and results.
- c) Establish standardized templates to ensure visual consistency across fonts, layouts, color palettes, icons, imagery, and formatting.
- d) Redesign the homepage and all internal pages to create an intuitive navigation structure that supports diverse audiences including donors, partners, media, researchers, and communities.
- e) Integrate essential page elements such as persistent navigation menus, structured headers and footers, contact interfaces, accessibility features, and print/email options.
- f) Ensure compliance with recognized accessibility standards to promote inclusive digital access.

ii. Performance, Security, and Technical Optimization.

The consultant shall:

- a) Optimize website speed, responsiveness, and overall performance in line with global web performance benchmarks.
- b) Deploy only secure, reputable, and actively maintained plugins to minimize cybersecurity risks.
- c) Implement robust cybersecurity protections, including SSL certification, firewall configuration, malware protection, and secure authentication protocols.
- d) Ensure the platform supports future scalability without requiring major redevelopment.

iii. Hosting, Migration, and Analytics.

The service provider will:

- a) Recommend a hosting solution based on bandwidth requirements, expected traffic, reliability, security, and long-term organizational growth.
- b) Configure the hosting environment and safely migrate the upgraded website with minimal operational downtime.
- c) Integrate advanced web analytics tools (e.g., Google Analytics or equivalent) to enable monitoring of user behavior, engagement metrics, and traffic sources.
- d) Deploy a reliable, open-source backup solution with automated scheduling and recovery capability to ensure business continuity.

iv. Functional Capabilities.

The redesigned website must include the following features:

- a) Fully responsive design compatible with desktops, tablets, and mobile devices.
- b) Advanced search functionality allowing users to locate content by publication type, thematic area, programme, geographic location, news, and resources.
- c) Free-text search capability across the entire website.
- d) Integrated social media features enabling content sharing and automated feeds from CORWADO platforms.
- e) Newsletter subscription functionality with mailing list integration.
- f) Structured feedback and contact mechanisms to strengthen stakeholder engagement.
- g) Multi-language capability (or readiness for future integration).
- h) Flexible page styles and custom post types for storytelling, programme updates, and knowledge products.





- i) Resource library functionality to host reports, policies, research, and multimedia content.
- j) Optional capability to support moderated discussion forums or community engagement spaces, if aligned with organizational needs.

v. Knowledge Transfer and Capacity Building.

To promote sustainability, the consultant shall:

- a) Develop a comprehensive Website User and Administration Manual.
- b) Deliver structured training workshops and/or webinars for CORWADO staff covering:
 - i. Content creation and publishing
 - ii. Media uploads
 - iii. User access management
 - iv. Security best practices
 - v. Routine maintenance
 - vi. Performance monitoring
- a) Ensure CORWADO retains the internal capacity to manage and update the platform independently.

vi. Post-Launch Support.

The consultant will provide ongoing technical support for a minimum of twelve (12) months following deployment, including:

- a) Bug fixes.
- b) Security updates.
- c) Performance monitoring.
- d) Troubleshooting.
- e) Minor enhancements.

Timing and Duration of the Assignment

The assignment is expected to be completed within a period of four (4) weeks from the date of contract signature. The implementation timeline shall be structured as follows:

- a) Three (3) weeks for the completion of the website redesign, technical enhancement, restructuring, migration, testing, and deployment.
- b) One (1) additional week dedicated to internal staff training, knowledge transfer, and capacity development to ensure CORWADO personnel are fully equipped to manage, update, and maintain the platform independently.

The service provider is expected to submit a detailed implementation work plan within five (5) working days of contract commencement, outlining key milestones, deliverables, timelines, and responsibilities.

CORWADO reserves the right to adjust the timeline, where necessary, based on operational requirements or technical considerations, in consultation with the selected service provider.

Briefing and Debriefing Arrangements

To ensure clarity of expectations and successful delivery of the assignment, structured briefing and consultation sessions will be conducted between CORWADO and the selected service provider.

- a) An inception meeting will be convened shortly after contract signature to formally brief the selected consultant firm or individual on the assignment scope, strategic objectives, institutional priorities, and expected deliverables. This session will also serve to agree on implementation modalities, communication protocols, reporting lines, and timelines.





- b) Following the inception meeting, the service provider shall develop and submit an Inception Report, including a proposed work plan, technical approach, and preliminary design direction for the website.
- c) Based on the outcomes of the briefing session and the approved Terms of Reference, the consultant will prepare a conceptual design and visual architecture for the website. This concept will be presented to CORWADO for review and feedback.
- d) The consultant shall incorporate comments and recommendations from CORWADO and refine the proposed design accordingly to ensure alignment with the organization's branding, strategic positioning, and digital communication objectives.
- e) Throughout the assignment, the consultant will maintain regular engagement with CORWADO through scheduled progress meetings to provide updates, validate key milestones, and address emerging technical or operational considerations.
- f) Upon completion of the assignment, a final debriefing session will be conducted to present the upgraded website, confirm that all deliverables have been met, and facilitate formal acceptance by CORWADO.

Support and Reporting Relationships for Assessment of Services and Outputs

To facilitate effective implementation of the assignment, CORWADO will provide the selected service provider with the necessary technical access, documentation, and institutional support required to execute the scope of work.

- CORWADO will grant secure access to the current website infrastructure, including the WordPress administration console, existing source code, content repositories, plugins, themes, and any relevant technical files required for the redesign and enhancement process.
- The selected consultant will work in close coordination with and under the overall supervision of CORWADO's Communications and Partnerships Unit (or designated focal point), which will serve as the primary liaison throughout the assignment.
- A Technical Review Team, comprising relevant programme, IT, and communications personnel, may be established to provide timely feedback, validate deliverables, and support decision-making during key project milestones.
- The Communications and Partnerships Lead (or designated focal person), in consultation with senior management, will be responsible for reviewing and approving the quality, completeness, and compliance of all services and outputs delivered by the consultant.
- The consultant will provide regular progress updates in accordance with the agreed work plan and immediately escalate any risks, delays, or technical challenges that may affect delivery timelines.
- Final acceptance of deliverables will be subject to CORWADO's review and confirmation that all contractual requirements, technical specifications, and performance standards have been satisfactorily met.

Required Skills and Experience

Interested firms or individual consultants must demonstrate proven technical expertise, institutional experience, and the professional capacity required to successfully deliver the scope of work. Applicants should provide clear evidence of previous experience in executing comparable assignments, supported by a strong portfolio and client references.

The ideal service provider should meet the following minimum requirements:

- i. **Institutional Experience:** Be a reputable firm or qualified consultant with a minimum of five (5) years of demonstrated experience in designing, upgrading, and managing professional websites, preferably for nonprofit organizations, development partners, international NGOs, UN agencies, or similarly structured institutions.
- ii. **Proven Portfolio:** Present a solid portfolio of visually appealing, user-friendly, and high performing websites that demonstrate excellence in design, navigation, functionality, and user experience.





- iii. **WordPress Expertise:** Demonstrate advanced proficiency in developing and optimizing websites using the WordPress Content Management System (CMS), including theme customization, plugin configuration, performance optimization, and security hardening.
- iv. **Technical Competence:** Possess strong knowledge of modern web development technologies and frameworks, including but not limited to HTML5, CSS3, PHP, JavaScript, and responsive design tools, with the ability to apply emerging technologies where appropriate.
- v. **Design Innovation:** Demonstrate the ability to conceptualize and deliver innovative, visually compelling, and institutionally appropriate design solutions aligned with global digital standards.
- vi. **Digital Trends and Multimedia:** Have up-to-date knowledge of current trends in web design, digital communications, multimedia integration, online storytelling, and social media engagement.
- vii. **Server and Hosting Management:** Demonstrate experience in server configuration and management, including installation, optimization, security configuration, firewall deployment, backup systems, and disaster recovery protocols.
- viii. **Search Engine Optimization (SEO):** Provide expertise in SEO strategy and implementation, including configuration of Google Analytics, Google Search Console (Webmaster Tools), developer tools, and mobile optimization to enhance discoverability and digital reach.
- ix. **Cybersecurity Awareness:** Exhibit strong understanding of cybersecurity best practices, including secure authentication, vulnerability mitigation, malware protection, and data protection standards.
- x. **Problem-Solving and Troubleshooting:** Demonstrate strong diagnostic and troubleshooting capabilities to address technical issues efficiently and ensure continuous platform functionality.
- xi. **Qualified Personnel:** Provide evidence that the proposed team possesses the relevant professional qualifications, certifications, and technical competencies necessary to successfully execute the assignment.

Documents to be Included in the Proposal

Firms or individual consultants that meet the required qualifications are invited to submit a complete proposal for the consultancy. Submissions must demonstrate technical expertise, organizational capacity, and financial clarity necessary to successfully deliver the assignment. Interested applicants shall submit the following documents:

A. Technical Proposal: The Technical Proposal should include:

- i. **Cover Letter:** A signed cover letter introducing the firm/consultant, confirming interest in the assignment, availability within the proposed timeline, and commitment to delivering the required services.
- ii. **Company/Consultant Profile:** A brief organizational profile outlining core competencies, years of experience, areas of specialization, and relevant institutional experience.
- iii. **Technical Approach and Methodology:** A detailed proposal describing the applicant's understanding of the assignment, proposed approach, methodology, implementation strategy, timeline, and quality assurance mechanisms.
- iv. **Relevant Experience:** Evidence of successfully completed assignments of similar scope and complexity, preferably with nonprofit organizations, development partners, UN agencies, or donor-funded programmes.
- v. **Portfolio of Previous Work:** Provide links to at least three (3) recently completed and currently active websites, preferably developed using WordPress, demonstrating comparable functionality, design quality, and performance.
- vi. **Team Composition and CVs:** Curriculum Vitae (CVs) of key personnel proposed for the assignment, highlighting relevant qualifications, technical expertise, and roles in delivering the project.





vii. **Client References:** Contact details for at least **three (3) professional referees** from recent assignments who can attest to the quality and reliability of the services provided.

viii. **Legal Documentation (For Firms)**

- Certificate of registration/incorporation
- Valid business license (where applicable)
- Tax compliance certificate or equivalent documentation

B. Financial Proposal: Applicants must submit a separate Financial Proposal that includes:

- The proposed lump-sum consultancy fee, clearly itemized with a breakdown of all associated costs (professional fees, hosting setup if applicable, migration, training, support, taxes, and any other expenses).
- Confirmation that the financial proposal is inclusive of all costs required to deliver the assignment and that no additional charges will be applied without prior written approval from CORWADO.
- The proposed payment schedule linked to deliverables (optional but encouraged).

Application Process:

Interested firms and individual consultants are invited to submit their proposals electronically using the details provided below:

Submission Email: prolog@corwado.org

Email Subject Line: "CORWADO-RFP-JBA-26-003 Website Upgrade, Performance Optimization and Digital Enhancement Services"

All applications must include separate attachments for the Technical Proposal and Financial Proposal, clearly labeled in accordance with the submission requirements outlined in this Request for Proposal.

Submission Deadline: Expressions of Interest and complete proposals must be received **no later than 5:00 hours (South Sudan local time) on 27th February 2026.**

Late submissions will not be considered. CORWADO reserves the right to accept or reject any proposal, wholly or in part, and is not bound to award the contract to the lowest-priced bidder. Only shortlisted applicants will be contacted for further evaluation.

For inquiries or requests for clarification regarding this RFP, applicants may submit questions via the above email address no later than **five (5) working days before the submission deadline.**

