

APHR Consultancy Notice

Website Migration Consultant for APHR Website Enhancement Project

A. Project Title

APHR Website Enhancement Project

B. Background

APHR is a regional network of current and former parliamentarians who use their unique positions to advance human rights and democracy in Southeast Asia. We seek to help create a region where people can express themselves without fear, live free from all forms of discrimination and violence, and where development takes place with human rights at the forefront.

Our members use their mandate to advocate for human rights inside and outside of parliaments, regionally and globally. They work closely with civil society, conduct fact-finding missions, and publish recommendations and opinions on the most important issues affecting the region. APHR was born out of the recognition that human rights issues in Southeast Asia are interconnected, and from the desire of progressive legislators to work together across borders to promote and protect human rights.

As a regional organization, APHR's online presence is the main medium of communication through which its work is published. The existing website has not been updated in over five years with many of its plugins out of date or no longer supported. The design also needs to be updated to reflect APHR's work, advocacy and resources.

To implement this upgrade, APHR is seeking a short-term consultancy contract with a website migration consultant. The consultant, whether an individual or a company, will remotely carry out the migration work over approximately one month. They will also have periodic virtual coordination meetings with APHR staff.

The current website (www.aseanmp.org) is outdated and does not effectively meet the needs of our target audience. The last website upgrade was in early 2021, almost three years ago. The objective of this project is to create a modern, user-friendly, and responsive website that aligns with our brand identity and supports our organizational goals.

C. Scope of Work

The main objectives of the website enhancement project are as follows :

- Improve user experience and engagement;
- Update information, photos, and content on the website;

- Enhance the website's functionality and performance;
- Provide a platform for effective communication with our target audience;
- Showcase our key outputs/services in an appealing and informative manner.

The scope of the project includes, but is not limited to, the following :

- Inputting of latest information, photos, videos, templates and content in the website;
- Conducting a thorough analysis of the current website and identifying areas for improvement;
- Developing a comprehensive website architecture and navigation structure;
- Creating visually appealing and mobile-responsive web design mockups;
- Implementing content management system (CMS) functionality for easy content updates;
- Integrating relevant third-party tools and plugins as required (e.g., analytics, forms, social media integration);
- Ensuring compliance with web accessibility standards and best practices;
- Conducting thorough testing and quality assurance to ensure a bug-free and reliable website;
- Providing training and documentation for website administrators to manage and update the website effectively;
- Providing on-call technical support and ongoing security maintenance and bug fixing.

Special/Additional Deliverable :

In 2019, APHR created the website platform (www.forb-asia.org) as a knowledge hub on FoRB in Southeast Asia, particularly tailored for parliamentarians in the region. The website provides information on SEAPFoRB activities, updates, reports, statements, and APHR's work related to FoRB. To streamline website management and maintenance, APHR decided to consolidate all its websites into one in 2023. The FoRB website will be migrated to the APHR's website (aseanmp.org) to ensure clarity and easier management.

- Developing a comprehensive migration plan that outlines the necessary steps, timeline, and required resources for a successful website migration;
- Transferring essential data, such as text, images, videos, and other media, from the FoRB website to the APHR website;
- Ensuring accurate transfer of all content and making any required formatting or adjustments;
- Providing guidance on determining which data is essential for transfer and which data can be excluded from the migration process.

D. Expected Outputs and Deliverables

Expected Deliverables	Timeline
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Inception Meeting	March 6th, 2024
Website team consultations on design and user features	March 2024
Presentation and Submission of Initial Website Enhancement Plan and Design: <ul style="list-style-type: none"> • Updating of latest information and content; • Website architecture and wireframes; • Visual design mockups and branding elements. 	April 2024
Presentation and Submission of Final Website Enhancement Design and Features: <ul style="list-style-type: none"> • Fully functional and responsive website; • Content management system with an intuitive user interface; • Documentation and training materials for website administrators. 	April 2024
Website team training	May 2024

E. Institutional Arrangement

The company or consultant will report directly to the APHR Media and Communications Manager in collaboration with the Website Enhancement Team members.

Regular project meetings, progress reports, and updates will be conducted to ensure effective communication among project stakeholders. Communication channels will include email, project management tools, and scheduled meetings.

Upon completion of the project, an evaluation will be conducted to assess the overall success and identify areas for improvement. Lessons learned will be documented and shared with the project team for future reference.

F. Duration of Work

The consultancy will be implemented for three (3) months from March to May 2024.

G. Duty Station

Remote, preferably located in any of the Southeast Asian capitals.

H. Qualification of the Successful Contractor

- Prior experience in website development or enhancement projects preferably with human rights NGOs or parliamentary groups;
- Strong technical background and proficiency in relevant programming languages (such as HTML, CSS, JavaScript, and PHP) and have experience with content management systems (CMS) like WordPress, Drupal, or Joomla;
- Good eye for design and understand the principles of user experience (UX) and user interface (UI) design that are visually appealing and intuitive websites that align with your APHR's brand and target audience;
- Basic understanding of search engine optimization (SEO). Proficiency in using website migration tools and platforms;
- Strong problem-solving and troubleshooting skills;
- Meticulous attention to detail to ensure that all content, functionality and configurations are uploaded and transferred accurately;
- Effective presentation/training and communication skills in English;
- Reliable and on-call during technical issues and security fixes.

I. Recommended Presentation of Offer

Applicants or firms may submit the following requirements to **procurement@aseanmp.org** with subject heading **“APHR Website Enhancement”** :

- Cover letter to include proposed budget, methodology, and timeline to complete the project;
- The proposed budget should include all costs associated with design, development, content creation, hosting, and any necessary third-party tools or plugins;
- Consultant's CV or company's profile, indicating all past experience from relevant projects;
- 2-3 sample works or links to websites developed or improved in the last 2-3 years (in English).

Please note that only shortlisted candidates will be contacted.

APHR is committed to diversity and inclusion within its workforce, and encourages qualified candidates of all genders from all nationalities, religious, and ethnic backgrounds, including persons living with disabilities, to apply.
