TERMS OF REFERENCE (TOR)

CONSULTANT FOR WEBSITE RE-DESIGN AND DEVELOPMENT

1.0 Introduction

Participatory Ecological Land Use Management (PELUM) Kenya is a national network that currently comprises 68 member organizations located in 47 Counties. The 68 members of PELUM Kenya are distributed in the four (4) PELUM Kenya zones: Nairobi and Central, Rift and Western, Lower Eastern and Coast, Upper Eastern and Northern Zone. Participatory Ecological Land Use Management (PELUM) Association is an indigenous African network with over 250 Civil Society Organizations (CSOs) from 12 African Countries, namely Kenya, Uganda, Tanzania, Ethiopia, Zambia, Zimbabwe, Lesotho, Botswana, South Africa, Malawi,Swaziland and Rwanda.

The vision of PELUM Kenya is to empower prosperous, healthy and resilient communities in Kenya. The Mission is to promote agroecological principles and practices through member organizations for sustainable livelihoods of smallholder farmers and pastoralist communities in Kenya. It is, however, essential to note that PELUM Kenya does not work directly with the farmers but through the member organizations.

2.0 Background of the Consultancy

PELUM Kenya operates as a national network bringing together diverse member organizations, partners, and stakeholders working to advance agroecology and sustainable food systems. As the organization's work, partnerships, and knowledge products continue to grow, there is an increasing need for a modern, engaging, and well-structured website that effectively communicates PELUM Kenya's mandate, programmes, and impact.

The current website requires enhancement to improve usability, visual appeal, and functionality, and to better serve members, farmers, partners, donors, and the wider public. In particular, the website needs to present information in a more accessible and interactive manner, reflect PELUM Kenya's green agroecology identity, and support efficient content management by staff.

To address these needs, PELUM Kenya seeks to hire a qualified website developer to redesign and develop its website in order to:

1. Strengthen user experience and navigation
2. Improve visual appeal and navigation
3. Enhance communication and engagement with stakeholders
4. Integrate interactive maps for member organizations and partners
5. Ensure the website is responsive, secure and east for staff to update

3.0 Scope of Work

The consultancy scope are as follows:

1. Website Structure & User Experience	- Home | About | Programmes | Publications & Resources | Online Academy| News & Events | Membership| Contact - Improve navigation, accessibility, responsiveness, and page load speed - Apply branding that matches PELUM Kenya logo
2. About	- Information about PELUM Kenya (mission, vision, thematic areas, principles, Management team)
3. Programmes Section	- Organize programmes into five (5) thematic areas - Include programme descriptions,projects, achievements, and visuals - Key impact statistics from Programmes
4. Membership	- Section for PELUM Kenya list of Members - How to become a member detail and its benefits - Member Application/Inquiry form going direct to the membership email - Zonal offices location -
5. Publications & Resources Section	- Booklets, Communiqués, Annual Reports, Studies & Evaluations - Newsletters, Training Guides & Manuals - Gender & Youth, Advocacy, Webinar Presentations
6. Fundraising / Donate Section	- Design and integrate a dedicated fundraising/donate section on the website - Integrate secure online donation options or links to approved payment platforms (e.g. mobile money, bank transfer details, or third-party donation tools), as guided by PELUM Kenya - Ensure the fundraising section is visually engaging, secure, and easy for staff to update via the CMS
7. Success Stories Section	- Develop a dedicated Success Stories section highlighting impact from member organizations, partners, and farming communities - Present stories using a combination of: short narratives, Photos and videos - Enable categorization by programme, theme, or region - Ensure success stories can be easily uploaded, edited, and archived by PELUM Kenya staff
8. Blogs/News Section	- Create a Blogs/News section to support regular updates especially major events - Enable tagging, categorization, and search functionality - Allow inclusion of images, videos, and downloadable content - Integrate social media sharing buttons for each blog post

	- Ensure the blogs section is easy to manage and update by staff
9. National Agroecology Symposium Section	- Design and integrate a dedicated section for the National Agroecology Symposium organized by PELUM Kenya - Provide up-to-date symposium information, including: Theme and objectives, Dates and venue, Programme and agenda, Speakers, partners, and sponsors - Integrate an online registration form or link to an external registration platform - Enable uploading and downloading of symposium-related materials such as: Concept notes, Programmes, Presentations, Communiqués, Reports and photo galleries - Allow archiving of past symposium editions for reference and learning - Ensure the symposium section is easy to update and manage by PELUM Kenya staff - Register for the symposium while attaching proof of payment
10. Work with us	- Section for posting opportunities for jobs and consultancies
11. Interactive Mapping	- Two (2) Map locations of Member Organizations (Home page) and PGS Farmer Groups - Zooming, filtering, and clickable profiles
12. Visual Design & Branding	- Consistent branding blending with PELUM Kenya logo - Use infographics, maps, and impact statistics
13. Contact & social media	- Live WhatsApp Chat button - Categorized contact form - Newsletter and News subscription section (also guide on how to set it up) - Integrate social media icons and links across the website (header and footer) - Design non-intrusive pop-ups encouraging visitors to follow PELUM Kenya on social media platforms and subscribe to newsletters and updates - Ensure pop-ups are mobile-responsive and do not disrupt user experience - Allow pop-ups to be enabled, disabled, or edited easily
14. Footer Section	- Funding Partners and Member Organizations - Social media links and policies

4.0. Deliverables

The consultant shall be expected to deliver the following outputs:

1. **Redesigned Website and Sitemap**
    - A fully redesigned, modern, and visually appealing website aligned with PELUM Kenya's agroecology branding and identity
    - A clear and logical sitemap reflecting the approved menu structure and content hierarchy
    - Improved user experience (UX) with intuitive navigation for different user groups (members, farmers, partners, donors, and the public)

- Fully responsive design optimized for desktop, tablet, and mobile devices
- Cross-browser compatibility and fast page loading speeds

2. **Interactive Mapping Feature**
    - Two (2) interactive digital map displaying the geographic locations of PELUM Kenya's member organizations and the PGS Farmers.The PGS Map will be under the programme thematic for Market while PELUM Kenya members' map will be under the Membership tab
    - Map functionality to include zooming, filtering by region/county, and clickable location markers
    - Pop-up profiles with brief information such as organization name, location, and contact details
    - Integration of the map into the website in a user-friendly and visually clear manner
    - Mapping solution to be easy to update by PELUM Kenya staff through the CMS
3. **Content Management System (CMS) Access**
    - Implementation of a user-friendly CMS (e.g. WordPress or equivalent)
    - Administrator and editor access levels for PELUM Kenya staff
    - Ability for staff to easily update pages, upload publications, manage news and events, and edit map data without technical support
    - Documentation of CMS login credentials and user roles
4. **SEO and Security Setup**
    - Basic Search Engine Optimization (SEO) configuration, including metadata, page titles, and keyword optimization to improve visibility
    - Clean URL structure and indexing readiness
    - Website security measures, including SSL certification, user access controls, and protection against common vulnerabilities
    - Backup and recovery setup to safeguard website data
    - Compliance with basic data protection and cybersecurity best practices
5. **Staff Training and Handover**
    - Practical training sessions for relevant PELUM Kenya staff on managing and updating the website
    - Training on uploading content, managing publications, updating maps, and handling basic troubleshooting
    - Provision of a simple user manual or guide for ongoing reference
    - Full handover of all source files, documentation, and administrative access upon completion

6.0. Reporting, Ownership, and Confidentiality

1. The consultant will report to the PELUM Kenya Secretariat through a designated focal person and provide regular progress updates at key milestones.
2. All deliverables shall be reviewed and approved by PELUM Kenya prior to final acceptance.
3. All outputs produced under this consultancy, including website designs, source codes, content, and documentation, shall remain the exclusive property of PELUM Kenya**.**
4. The consultant shall hand over all administrative access, source files, and relevant documentation upon completion and shall maintain confidentiality of all organizational information. PELUM Kenya will retain copyright of all the works

7.0. Duration

The consultancy shall be implemented over a period of **one (1) month** from the date of contract signing. The assignment will be undertaken in the following indicative phases:

- **Week 1:** Inception meeting, review of the existing website, confirmation of scope, sitemap, and design approach
- **Week 2:** Development of website design concepts, user interface (UI), and user experience (UX) layouts for review and approval
- **Week 3:** Website development, content integration, interactive mapping setup, and CMS configuration
- **Week 4:** Testing, revisions, final deployment, staff training, and handover of all documentation and access credentials

The consultant shall ensure timely delivery of all outputs within the one-month period, in close consultation with PELUM Kenya.

8.0. Qualifications and Experience

The consultant or firm should demonstrate the following qualifications and experience:

- Proven experience in **designing and developing websites for NGOs, networks, or development-oriented organizations**, preferably within agriculture, environment, or social development sectors
- A **strong portfolio** of at least three (3) recently completed website design or redevelopment projects that demonstrate creativity, usability, and functionality
- Demonstrated expertise in **Content Management Systems (CMS)** such as WordPress or equivalent platforms, enabling non-technical staff to manage content
- Proven experience in integrating **interactive features**, including maps, multimedia content, and data visualization tools
- Strong understanding of **user experience (UX) and user interface (UI) design principles**
- Knowledge of **SEO best practices**, website security, and performance optimization
- Ability to work collaboratively with organizational staff and incorporate feedback within agreed timelines
- Excellent communication skills and ability to meet deadlines

9.0. Application process/Proposal Submission Requirements

Interested candidates/consultants who meet the above requirements should submit their applications to procurement@pelumkenya.net with the subject "Website re-design and Development" by 15th February 2026.The application/submission should include.

1. Combined Technical and Financial Proposal
2. A detailed Curriculum Vitae (CV) or CVs of the lead consultant and other experts in case of a company or consortium
3. Attach at least three (3) proof of undertaking similar assignments including links to previously developed websites
4. Additional documents required are: KRA PIN Certificate, Certificate of Incorporation, Tax Compliance Certificate, CR12 and Company profile