

Terms of Reference

Background

TB Europe Coalition (hereafter, TBEC) is a regional advocacy network of over 200 civil society organisations and individuals from across 35 countries in the WHO Europe region. The network aims to strengthen the role of civil society within the regional response to tuberculosis (TB) and ensure political and financial commitments to end TB. The TB Europe Coalition has two key areas of focus: first, to support civil society organisations and activists in their advocacy role at the national level, and second, to coordinate and carry out evidence-based TB policy advocacy at regional and international level. Established in 2009, TBEC has grown rapidly and is now increasingly recognised as the voice of the civil society across the WHO Europe Region.

In December 2018, TBEC registered as a legal entity in the Netherlands. The registration concluded more than three years of TBEC governance and strategic development process. Since then, TBEC has experienced a notable expansion in terms of TBEC Secretariat staff and managed grants.

To better reflect the growth of the network, TBEC hired a communication consultant to carry out a comprehensive TBEC communication review. The objective of the review was to raise TBEC visibility at regional and international level and increase engagement and exchanges amongst TBEC members.

One of the key recommendations was to completely revamp the existing TBEC website.

The **TBEC website is ugly and unfocused in terms of design, structure, usability, look and feel and content.** It contains useful information but in an **unstructured and unappealing format.**

Essentially, a **new website will be designed to work for defined key audiences.** It is very easy to waste a lot of resources – both human and financial – designing and overdesigning websites and media channels. It is improbable that TBEC will need a sophisticated website; instead, it **will require a clean, clear, accessible, tight, well organised and branded website and social media channels that deliver cleanly, simply and with clarity.**

TBEC is built on wordpress.org software and 123-reg is the Domain Registrar. Since August 2019, the website is now hosted on the [Fixed.net](#) servers, who also provide the maintenance and support. The Russian site is hosted with Fixed.net as it a sub-folder of tbcoalition.eu (/ru), rather than being a separate addon domain and having its own document root directory.

Based on the communication review and the newly developed TBEC communication strategy, TBEC has developed the following:

Objectives of the new website:

- The website is one of the vital communication tools for TBEC. It has a two-fold purpose: first of all, to represent TBEC network externally and secondly, to reach out and engage with various TBEC members. Therefore, it must be **clean, clear, well structured, dynamic and engaging** with proper **social media integration** (specifically, Facebook, Twitter, YouTube and LinkedIn) and **online options to contact TBEC Secretariat** (send an email inquiry), **share their plans** (send an email inquiry and upload documents/images), **sign a collective appeal** (submit contact info and images (logos)) **and become a member** (fill an online form to become a member). TBEC members should also have an option **to access and/or download various materials** (policy briefs, country reports, webinar recordings etc.).
- TBEC Secretariat has developed a **draft site map**, which reflects the new communication objectives. If needed, the site map can be changed during the development process. **Please see Annex 1.**

- TBEC regularly publishes blog articles on various matters. It is essential to include a banner, showcasing the latest blogs (with 3 latest articles changing in rotation).
- Due to the EC grant regulations, the current CSO map has to be moved to the new TBEC website.
- TBEC has two working languages – English and Russian. Thus, TBEC website will continue to be **bilingual**. It requires an easy to manage translation plugin.
- The website also functions as a resource library. Users must be able to quickly find the content either by subject matter, for example, "people-centred care" or by the country, for example, Croatia. With this aim in mind, an **effective search function** must be developed.
- TBEC is either participating or organising various events such as conferences, webinars and training sessions. This requires an **online calendar**.
- TBEC Secretariat carries out regular analysis of website traffic statistics via **Google Analytics**.

Management

The work will be undertaken under the supervision of TBEC Senior Officer and TBEC Administrator and in close collaboration with other TBEC Secretariat members in London and Kyiv.

TBEC Senior Officer and Administrator will lead on the "testing" of new designs such as a new navigation menu and seek regular input from relevant TBEC Board and Secretariat members.

In 2015, TBEC hired an external designer to develop TBEC visual guidelines, logo, and design for letterheads, roll-up banner, MailChimp newsletter designs and business cards. Although TBEC Secretariat does not plan to amend any of the existing designs, if there is need for a greater coherence, such arrangements can be agreed in the future.

Timescale

The new TBEC website design and the transfer of content should be finalised by the 1st of March 2020 the latest.

The contract for the website development should be signed by the 1st of November 2019 the latest.

Requirements

The services required and activities will include:

1. Website development:

The main activities will include:

- Develop a new website on a secure open-source platform, with new features that add value (a proposal for the sitemap is provided in Annex 1, but can be re-arranged, depending on the design requirements);
- Migrate the content from the current website to the new website;
- Ensure browser compatibility with the current versions of the following browsers - Firefox, Internet Explorer, Safari, and Chrome;
- Ensure that the website is mobile-friendly (smartphones, iPads and other mobile devices);
- Integrate social media - Facebook, Twitter, YouTube and LinkedIn – into the website;
- Develop "contact us", "become a member", "share your plans" and "engage decision-makers" webforms;
- Add comprehensive search functionality to the website;
- Add a calendar functionality to the website;
- Ensure easy to manage translation plugin (English and Russian);
- Link to Google Analytics;
- Develop an easy to read guidance document on the management of TBEC website;

- Carry out at least one online tutorial on how to manage the back-end of TBEC website for TBEC Secretariat members;

SELECTION CRITERIA

The web developer should have:

- Proven experience of web development, design and understanding of the charity sector.
- Strong experience in developing in well-known and widely used open-source platforms.
- Understanding of End Users needs to match with adequate technical solutions.
- Strong track record in web site design; security and administration; Google Analytics; Search Engine Optimization.
- Good English – spoken and written;

SELECTION PROCESS

The proposal should (i) outline of the website design proposal, showcasing a good understanding of TBEC needs and key requirements; (ii) describe how the service provider engages with its clients: what processes they follow and requirements they have regarding timelines, rates, requests, sign-off and payments; (iii) outline the financial proposal; (iv) the CV of the website developer assigned.

The proposals received will be evaluated according to the following criteria:

- a. Outline of the visual ideas/suggestions – 30%
- b. Professional capacity and expertise of expert(s) assigned - 30%
- c. Clear outline of process management – timeline, sign-offs and requirements etc.- 10%
- d. Pricing- 30%

Annex 1 - TBEC SITE MAP

The key objective is to:

1. Showcase what TBEC is doing - country visits, research, publications, letters, attendance at meetings, comments on guidelines etc.
2. Engage TBEC members - take action - download toolkits, sign a letter, share a tweet etc.

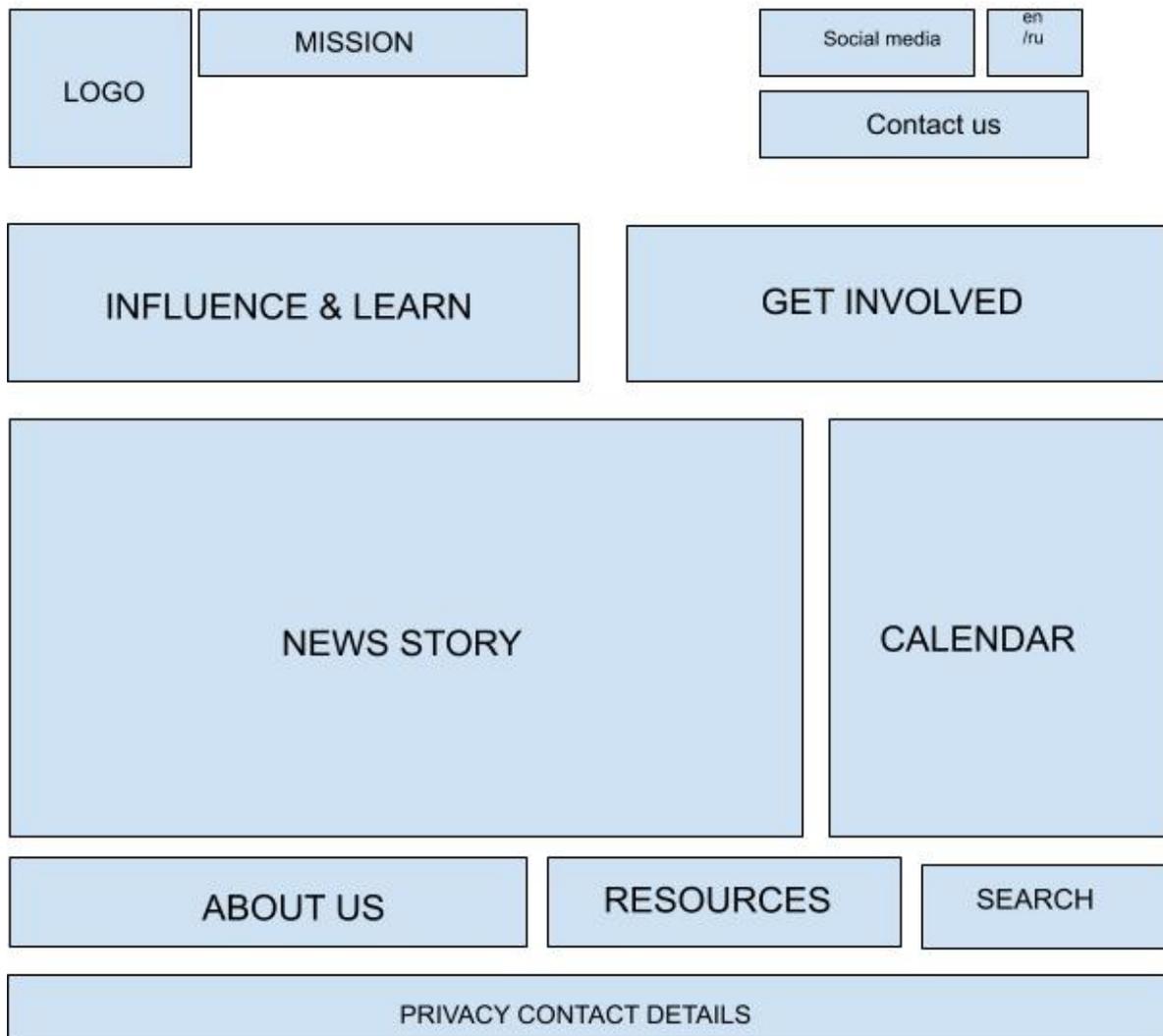
Good examples:

<https://www.globaltbcaucus.org/>

<http://www.action.org/impact>

<https://sendmyfriend.org/>

Please see the suggested site layout and site map below.



TBEC WEBSITE SPIDER

LOGO & MISSION

SOCIAL MEDIA (links to TBEC accounts)

LANGUAGE

CONTACT US (option to send us a message)

INFLUENCE & LEARN

- > PEOPLE CENTRED CARE
- > FINANCE
- > R&D
- > ACCESS TO MEDICINES

(Each section would include a short description of the issue, ongoing research relevant publications, webinars, and references to the latest meetings attended, as well as any sample letters and latest calls for support - more detailed than ACTION website. Up to the discussions with the designer - what is possible)

GET INVOLVED

- > BECOME A MEMBER (explain the difference between individual and org. membership)
- > ENGAGE DECISION-MAKERS (letters to MP, MoH, links to GTBC, collective appeals)
- > SHAPE GLOBAL HEALTH (Short overview of global health players, contacts)
- > SHARE YOUR PLANS (Submit your plans for each year/World TB Day)

NEWS STORY (3 latest blog articles on rotation)

CALENDAR (upcoming events)

ABOUT US

- > OUR STORY (history)
- > OUR GOVERNANCE (overview, annual reports)
- > OUR PEOPLE (Membership, Board, Secretariat, OAC)
- > OUR MISSION (Mission, Vision, Outcomes, Priorities, Values)
- > OUR PROJECTS (TBREP, CRG, CHAFAEA)
- > VACANCIES & TENDERS
- > MEDIA (Press releases & TBEC in external media)

RESOURCES

- > PUBLICATIONS
- > NEWSLETTERS
- > LATEST NEWS
- > WEBINARS
- > COUNTRY VISITS
- > CSO MAP
- > PERSONAL STORIES

SEARCH

(each uploaded material/blog would include references to issue area, country etc.)

PRIVACY

CONTACT DETAILS