

## Terms of Reference

### Website Development: Liberia Destination Marketing

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|--------------------------|---|
| <b>Project:</b>          | Developing the tourism sector with a focus on surfing and destinations in Liberia |
| <b>Assignment Type:</b>  | Website development consultancy   |
| <b>Section/Division:</b> | Office for Africa / Division of Country Programmes                                |
| <b>Place of Work:</b>    | Home based  |

#### Background:

The International Trade Centre, in collaboration with the Government of Liberia through the Ministry of Commerce and Industry, is implementing a tourism development project in the Republic of Liberia, funded by the Enhanced Integrated Framework Programme.

The project focuses on developing surfing and destinations. It has an overall objective of improving economic growth, in the form of higher revenue, and job contributions of the tourism sector through: a) improving the policy environment and institutional capacity to support the sector; b) undertaking targeted promotion and advocacy campaigns to promote tourism to international, regional and domestic markets; and c) developing new tourism destinations around surfing and other water related activities. The project will mainly be implemented in the Robertsport and the Providence Island sites. The main partners of the project are the government of Liberia through the Ministry of Commerce and industry (MoCI), and the Ministry of Information, Cultural Affairs and Tourism (MICAT); the International Trade Centre; the United Nations World Tourism Organisation; and the Enhanced Integrated Framework Secretariat that has provided the funding for the project.

The main deliverables of the project include: a) the development of a study of the operation and performance of the surf tourism industry and an economic feasibility study for visa upon arrival; b) the development of tourist destinations to expand the range and variety of activities available; c) enhancement of institutional and operational capacities of important actors in the target tourism sub-sectors; and e) promotion and branding of surf tourism industry.

To facilitate the promotion and marketing of the Liberia tourism sector, the project supports the development of an official destination marketing website for Liberia aimed at positioning the country as a recognised and desirable tourism destination. In this regard, ITC is requiring the services of a consultant to develop the website as per the below requirements.

#### Assignment objective

The objective of the assignment is to design and develop a professional public-facing website and content management system for the promotion of Liberia as a tourism destination.

#### Scope of work

##### General requirements

- The website must follow current and professional design standards
- Follow the corporate identity as per the relevant brand guidelines. Including the use of logos, colours, fonts, and imagery. In cases where official fonts are not available as web fonts, suitable alternatives must be recommended and used.

- Make use of adaptive design with consideration for different mobile devices, screen sizes and browsers (ensuring compatibility with latest versions Firefox, Internet Explorer, Safari, and Chrome).
- Be easy and logical to use through simple navigation and content hierarchy
- Be developed using known and relevant programming languages
- Have the functionality to be translated and presented in multiple languages
- Be fast loading
- Be GDPR compliant with an up-to-date privacy policy and cookie notifications

### **Functionality requirements**

- Hero banners and image galleries
- Video integration from Youtube, Vimeo, or other video hosting platforms
- Digital Maps
- Web Forms
- Blog Articles
- Social Media links and feeds
- Social media sharing options
- Directory of listings for tourism products
- Clear categorisation of pages, articles, and listings
- Search function
- Newsletter sign-up
- Trade and Industry Portal with information and downloadable assets for Policies, Regulations and Applications as well as Branding and Marketing Information

### **Technical requirements**

#### ***Content management system requirements***

The website should be developed using a content management system (CMS) with the following functionality and specifications:

- Ability to make changes to existing content (including text, images, videos)
- Ability to add new content (including pages, blog articles, galleries, tourism product listings)
- Ability to upload and store media like images and PDFs
- Ability for editors to preview content and changes before publishing
- Ability to embed HTML content
- Ability to add and manage multiple users to edit and moderate content
- A knowledge base or help centre with relevant guides on how to manage the website
- Integration with third-party applications like email marketing tools (Mailchimp or similar), social media platforms, and live chat applications

#### ***Dynamic content requirements***

- It is important that the website's content types have a dynamic relationship in order to cross-reference destinations, experiences, blog articles and tourism product listings. For example, an editor should be able to select which experiences are associated with a certain destination, and vice-versa. The result should be that the website dynamically suggests content to visitors based on the page they are viewing. A visitor might land on a page for "Destination A" and be presented with "To do and See in Destination A", displaying links to relevant experiences associated with the specific destination.

#### ***Hosting and security requirements***

- The website must be hosted on a reliable and secure server with proven uptime of at least 99%
- Domains associated with the website should remain under the management and ownership of the relevant stakeholders in Liberia, and not the web service provider responsible for the development of the website
- The website must be to be hosted using a security certificate (SSL)
- The chosen content management system and all associated plugins or extensions should be kept up to date as part of the maintenance and support requirements.

### ***Search Engine Optimization (SEO)***

- All website content must be available for search engine indexing
- The website must offer SEO tools, or offer integration options for such tools
- The website must use search engine-friendly markup and design principles
- The content management system must automatically generate search-engine friendly urls and meta tags for pages and articles

### **Content capturing**

- The website should be visually populated (banners, boxes and other features), in association with the client and with their approval
- Text content as provided by the client should be uploaded
- Destinations and attractions mentioned should be mapped electronically
- Cost of content creation and uploading in addition to the above (if any) to be agreed with the client

### **Maintenance, support and training**

The qualifying service provider should provide:

- A minimum of 24 months website hosting and technical support to the Ministry for operating the website (excluding content management and additional development)
- Virtual training sessions and documentation for staff and selected stakeholders on how to use the CMS
- Maintain full backup of the website during the contract and provide the backup, code and source files during and upon completion of the work.

### **Service provider requirements and technical knowledge**

The qualifying service provider must be well-established and have a proven track record, and meet the following specific requirements:

- Have successfully completed a project with a similar scope
- Have the proven technical and project management capabilities as per the specification
- Have worked with stakeholders or organisations within the tourism sector
- Have recommendations and references from previous or existing clients

### **Performance indicators for evaluation of results**

- The project was delivered on time
- The website was successfully tested and publicly launched on the agreed upon web domain
- Staff have access to the content management system (CMS)
- Staff are trained and have access to guides on how to use the CMS
- The website's context is indexed by major search engines
- The service provider honours its hosting and support agreement through reasonable uptime and response time to support requests

### **Proposal**

Interested candidates or consulting firms should provide an expression of interest detailing the approaches and processes to be pursued, including clear timelines and a financial proposal broken down by activities. Prospective applicants are expected to provide curriculum vitae of the programmers or designers that will be involved in the development work. Applications may be sent to [ahabtemariam@intracen.org](mailto:ahabtemariam@intracen.org) by 20 August 2021.