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## *Terms of Reference – Redesign and Upgrade of Belize Fund’s Website*

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### **INTRODUCTION:**

The Belize Fund for a Sustainable Future (Belize Fund) is a private conservation trust fund established, on March 8, 2022, through the Conservation Funding Agreement under the Blue Bonds to support government and non-government partners, focused on Belize’s coastal and marine resources. The Belize Fund disburses grants to non-government partners involved in conservation efforts, scientific research, climate change adaptation activities and blue businesses. It also allocates funding to the Government of Belize to implement and achieve its conservation commitments. The Belize Fund works as a partner with the Government of Belize to ensure long-term sustainable financing for a resilient and vibrant blue economy for our country and people.

### **OBJECTIVES AND SCOPE OF WORK:**

The Belize Fund requires comprehensive website redesign services to enhance its digital presence and improve user experience. The redesigned website should effectively communicate our mission, showcase our impact, and facilitate engagement with our diverse stakeholders. The Belize Fund is seeking a qualified and experienced consultant (Individual, Company or Firm) to redesign its website, prioritizing streamlined navigation, impactful visuals, and engaging content presentation while ensuring technical efficiency and adaptability.

#### **Key Objectives:**

- Transform the current website into a modern, dynamic platform that reflects the Belize Fund's role in marine conservation and sustainable financing
- Enhance user experience through intuitive navigation, streamlined content presentation, and a modern visual identity that reflects progressive and innovative storytelling that appeals to varied stakeholder audiences, such as donors, beneficiaries, government agencies, media, and the general public
- Implement responsive design principles ensuring optimal viewing across all devices
- Integrate efficient content management capabilities for regular updates
- Incorporate interactive features to showcase project impacts and achievements
- Create a clear and organized menu structure with easy access to features like funding programs, calls for proposals, and project details.
- Integrate visually striking imagery, utilizing the Belize Fund’s existing photo database or royalty-free sources.
- Ensure the website supports multilingual content through high-quality translation tools.

#### **Scope of Work:**

- **Task 1: Project Inception**
  - Conduct an inception meeting with the Belize Fund to align on project goals, work plans, timelines, and resource requirements.
  - Prepare an inception report detailing the methodology, timelines, required resources, administrative roles, and anticipated challenges with mitigation strategies.
- **Task 2: Analysis and Proposal Development**
  - Perform comprehensive analysis of Belize Fund's current website architecture, functionalities, and content
  - Conduct user needs assessment through stakeholder consultations, including the Belize Fund's staff, specifically the IT, Program & Communications.
  - Develop multiple design concepts (at least 2) aligned with Belize Fund's brand identity
  - Develop a proposal for mock-ups of the new website (desktop and mobile interfaces) design based on the user requirements gathered. Include a mock-up of moderate revisions to the current design, and another with a more extreme revision to the current design.
- **Task 3: Full Website Design Development**
  - Upon approval of the proposed design, create detailed designs for the homepage and internal pages optimized for both desktop and mobile platforms.
  - Develop a sitemap, visual data elements, and interactive graphics that ensure an optimal user experience.
  - Align all design elements with the Belize Fund's branding guidelines and communications strategy.
  - Execute content migration
  - Integrate access to the existing online grants application platform
  - Implement content management system with user-friendly interface and configure multilingual functionality
  - Create interactive features, immersive experience and optimized for search engines and performance
- **Task 4: Website Launch, Testing, and User Training**
  - Implement and launch the redesigned website by the stipulated deadline.
  - Conduct comprehensive testing across browsers and devices
  - Perform security and performance optimization
  - Develop and deliver a user manual and conduct at least one training session for Belize Fund staff. The manual should include clear, step-by-step instructions, visuals, and a quick-start guide.
- **Task 5: Post-Launch Support**
  - Provide quality assurance and troubleshooting support for a short period after the website's launch.
  - Test key functionalities, monitor website performance and user traffic, and resolve issues related to security protocols or accessibility.
  - Conduct regular checks for broken links, browser compatibility, and general operational integrity.

- Implement necessary adjustments based on user feedback

## **PROJECT DELIVERABLES, TIMELINE AND PAYMENT SCHEDULE:**

The consultancy will span six months, commencing in April 2025. Payments will be disbursed upon approval of the following deliverables:

| <b>Tasks</b> | <b>Deliverables</b>  | <b>% payment upon approval of deliverable</b> |
|--------------|--|---|
| 1.           | <i>Inception report outlining the finalized methodology and project timeline.</i>                          | 15%   |
| 2.           | <i>1. User requirement needs assessment report<br/>2. Proposal for the new website design and upgrade.</i> | 20%   |
| 3.           | <i>Mock-up of Website Design</i>   | 25%   |
| 4.           | <i>1. Operational website<br/>2. User manual and at least one training session for the support staff.</i>  | 25%   |
| 5.           | <i>Post-launch support and optimization</i>  | 15%   |

## **REPORTING:**

The consultant will report to the Communications Officer with oversight from the Executive Director and collaborate closely with the Belize Fund’s internal teams.

## **QUALIFICATIONS:**

The ideal consultant should demonstrate the following competencies:

- At least five years of experience in designing innovative, visually compelling and user-friendly websites, particularly with WordPress.
- A minimum of a bachelor’s degree in Computer Science, Graphic Design, Digital Media Design, Fine Arts in Graphic, Digital Marketing, or related field
- Proven success in creating similar responsive, user-centred digital platforms projects, supported by at least three client references.
- Proficiency in current web technologies, design tools, content and database management, and programming languages such as JavaScript, HTML, CSS, and XML.
- Experience with Search engine optimization (SEO), Google Webmaster tools, Google developer tools, analytics, mobile responsiveness, and recent trends in digital storytelling.
- Knowledge of environmental conservation sector (desirable)

## **SUBMISSION REQUIREMENTS:**

Suitably qualified consulting individual, companies and firms are invited to submit a Proposal responding adequately to this TOR and evidenced by the following:

1. Technical Proposal:
  - Motivation letter outlining relevant experience on similar projects, qualifications, and skills.
  - Approach and methodology, including a detailed work plan with timelines for all activities
  - Qualification and experience of the Firm relevant to the assignment.
  - Curriculum vitae or Résumé for key personnel with evidence of relevant expertise
  - Contact details of three (3) references for similar projects
  
2. Financial Proposal to include
  - Detailed budget, including professional fees, travel costs, taxes, and other relevant expenses.

Proposals must be addressed to Chalsey Gill Anthony, Communications Officer, Belize Fund, via [jobs@belizefund.bz](mailto:jobs@belizefund.bz) with the subject line: **Redesign and Upgrade of Belize Fund's Website.**

Clarification may be requested no later than **Monday, 6<sup>th</sup> January 2025.**

**Deadline for submission: on or before 2:00 pm, Monday, 20<sup>th</sup> January 2025.**

The Belize Fund reserves the right to accept or reject any proposals or discontinue the process at its discretion at any time prior to the contract signature without incurring any liability to consultants.