

**Terms or reference for the recruitment of an individual consultant:
 Morocco Website finalization and training**

Mission	<p>Under the supervision of the communication specialist, the consultant will insure the finalization of the new office website and train 2 communication staff by setting up an action training for them, to introduce them to the new Drupal CMS and accompany them in the design of real pages.</p> <p><u>Domaines :</u></p> <ol style="list-style-type: none"> 1. Web Drupal CMS management 2. Drupal CMS action training
Type de contrat	Contrat de Consultant individuel
Durée	<p>The indicative expected period and days for this mission are:</p> <ul style="list-style-type: none"> - 10 days Starting from 25th June to finetune and finalize the structure of the website. - 5 days starting from 13th August: to start the training
Date de début	25 juin 2018
Date limite Propositions	20 Juin 2018 avant midi
Processus de sélection	Appel à consultation

General context

UNICEF launched globally the Digital Transformation Project. This project will insure, among others, the transition from RedDot system to a new content management system (CMS), Drupal.

MENA is among pilot regions to undertake the process of migration to the new CMS.

Morocco country office is recruiting new colleagues within the communication section. The new colleagues need to be initiated and trained on the use of the new CMS.

Objective of the mission

Under the supervision of the communication specialist, the consultant will insure the finalization of the new office website and train 2 communication staff by setting up an action training for them, to introduce them to the CMS and accompany them in the design of real pages.

Expected results:

1. To finetune and finalize Morocco website in UNICEF administered Drupal Content Management System (CMS) by adapting the best standards.
2. To set the test site for review and approval process by the Morocco CO.
3. To support Morocco CO launch the site in coordination with DOC NYHQ and ICTD, after site approval and sign off from the Representative of Morocco CO.
4. To provide remote action/training to the Morocco team in the Drupal CMS. 2 new colleagues will be joining com section by august and they will be more in charge of the update of the website.

Approach and tasks:

For the finalization of the website building:

- Based on the pages already created, the consultant will suggest and implement the creation of new pages using the most appropriate templates, and adapt and finetune the already existing pages.
- The pages created or adapted must meet the best standards of the new CMS
- Once the structure finalized, the consultant must set the test site for review and approval process by the Morocco CO and support Morocco CO launch the site in coordination with DOC NYHQ and ICTD
- The pages created and finetuned must be approved by the Communication specialist.

For the action training:

- Suggest an appropriate approach to undertake the remote action training taking into consideration that the 2 staff who will be trained are joining the UNICEF for the first time.
- Set up a training programme to be validated by the Communication Specialist

- Implement the training and assure that the 2 new colleagues are fully equipped to insure the management of the new CMS

Deliverables:

The consultant is expected to give the following deliverables:

- Final structure of the new website approved and accepted by DOC for the launch
- Action training program implemented

Period and dates

The indicative expected period and days for this mission are:

- 10 days Starting from 25th June to finetune and finalize the structure of the website.
- 5 days starting from 13th August: to start the training

Submission:

Bidders are invited to submit a technical offer and a financial offer.

The technical offer should include:

- The suggested methodology for the 2 parts of this mission
- CV/P11
- A chronogram
- Similar projects reference
- Motivation letter

Offers Evaluation:

The final evaluation will use a ponderation between the technical and financial scores.

The technical offer must explain the methodology that will be used by the consultant to undertake the two part of the mission and the concordance between the consultant profile and the evaluation criteria.

The technical score will be calculated as bellow:

Item	Critères d'évaluation technique	Max. points à attribuer
1	Global response	10
1.1	Global concordance between the Terms of reference and the consultant's offer	10
2	General experience for the mission	60
2.1	Master of Drupal CMS	10

	strong capacities to train on DRUPAL CMS	10
	Experience to train on web CMS <ul style="list-style-type: none"> • Less than 5 years: 5 pts • More than 5 years: 10 pts 	10
	Good knowledge of UNICEF Brand	15
2.4	strong capacities in terms of adult training <ul style="list-style-type: none"> • less than 5 years: 5 pts • 5 - 10 years: 10 pts • More than 10 years: 15 pts 	15
3	Méthodologie et Approche proposée	30
3.1	Suggested Methodology to undertake the mission	30
	Score technique total (St)	100

The technical score(St) and the financial score (Sf) of each offer will be combined in a unique score as per the below formula:

St = 70% of the global score

Sf = 30% of the global score.

The global score of each offer will be calculated as below:

Sg = (St x 70%) + (Sf x 30%)