

INSTITUTE FOR DEMOCRACY AND ELECTORAL ASSISTANCE

Website Management, Development and Digital Marketing Services

TERMS OF REFERENCE – TENDER REFERENCE 258-18/65

General

International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization established in 1995, with 31 Member States, which aims to support sustainable democracy worldwide and assist in the development of institutions and the culture of democracy. At the interface between research, fieldwork and the donor community, International IDEA provides a forum for dialogue, builds networks of experts, develops training materials and provides strategic advice at the international, regional and national level, cooperating with a range of organizations.

Background

In November 2016, the Institute unveiled newly designed dual-language website (<https://www.idea.int>) and content management system (Drupal 7), following one year of development. On this platform, staff users from all our offices, board and council members, select external partners are able to access and contribute content via CMS.

This relatively new website was designed to more clearly share the latest news, events and analysis from International IDEA's activities and impact. The website is home to hundreds of free publications, nine databases and 11 tools to date. In addition, our key experts behind the development of our knowledge resources are visible on our site for outreach purposes.

Nearly all the databases were developed using MySQL, a move from ColdFusion.

Objective

International IDEA seeks the services of a highly qualified and reliable service providers in the areas of website maintenance support and development with demonstrated experience in building databases infrastructures, website development and design and CMS administration.

The Service provider will provide International IDEA with website management and database development services. The services provided will address four clusters with the relevant type of services detailed under each cluster in the section labelled "Scope of Work". International IDEA will accept proposals from applicants to either one cluster of services or all the clusters.

Please note that only one (1) Service Provider will be selected for Cluster 1 – Website hosting support services.

Although International IDEA works and holds offices in several countries all the work and correspondence with the service provider(s) will be in English.

Scope of Work

Cluster 1 – Website hosting support services (One Service Provider)

1. Technical maintenance, administration and troubleshooting
 - a. Communicate with International IDEA’s cloud computing provider when needed, anticipating and resolving issues of online security, viruses and other threats.
 - b. Support International IDEA’s website development and production servers.
 - c. Host and administrate a source code repository for all components of the websites.
 - d. Support the integration of third party code and modules.
 - e. Implement and manage software and application upgrades as required to maintain the functionality, integrity and security of a Drupal multi-site setup.
 - f. Monitoring of website and server maintenance including technical software updates and upgrades in a Drupal multi-site setup.
 - g. Respond to client requests for support via email and/or a dedicated ticketing system for issues and prioritization.
 - h. Handle all regular website backups and website content downloads as needed.
 - i. Optional: 24 hours a day, 7 days a week technical support and emergency maintenance,
 - j.
2. Hosting services assistance- The service provider should expect to coordinate with International IDEA in reporting and addressing issues related to hosting/cloud, web hosting /system administration support for certain websites/elements of websites/applications.
3. Provision of related guidance, training and supporting documentation.
4. Provision of related senior Drupal, MySQL, PHP, Linux consulting and engineering as needed.
5. Facilitate domain name processes. Assist in maintaining an uninterrupted presence through timely payments, registration and renewals.

Cluster 2 – Website development services (Several Service Providers)

1. Web development services (HTML, HTML 5, CSS, Jscript, PHP, etc) for Drupal and/or LAMP based web sites.
2. Creating, analysing and updating of pages and templates.
3. Implementation of pages based on visual design templates, and system integration.
4. Database development and analysis on MySQL servers.
5. Migration of code and systems between hosting platforms; CMS upgrades as needed.
6. Deployment and integration of solutions in development and production environments.

7. Provision of related guidance, training and supporting documentation.
8. Provision of related senior consulting including system and database and tool design, engineering, software customization as needed.
9. Development of new publication formats, including full-text XML versions, either through existing templates or using APIs from external platforms (e.g. Booktype).

Cluster 3 – Visual, Graphic, UX/UI Design Services (Several Service providers)

1. Produce new creative graphics and visual and user interaction designs.
2. Develop of data visualization concepts, designs and systems for optimal user experience.
3. Support the implementation from consultation phase to development phase.

Cluster 4 – Search Engine Optimization and Digital Marketing (Several Service providers)

1. Development and implementation of SEO and digital marketing campaigns.
 - a. Support tasks may include regular monitoring, testing and analytics reviews.
 - b. Implementation of adding code to the website for social media and engagement tracking and evaluation.
 - c. Graphics and infographic design.
2. Provision of related guidance, training and supporting documentation select staff.

Organization and Management

The one service provider(s) for Cluster 1 – Website hosting support services—in addition to working with multiple external service providers—will need to be able to work with one or more teams within International IDEA including individuals from the organization’s programme teams, the IT unit and the Communications unit, depending on the nature of the task.

These collaborative work and approvals process will usually involve the following roles: the Head of Communications and Knowledge Management, the Technical Manager, the Programme Officer for Database Management, the Communications Manager, and the IT Manager. Depending on a project’s task, consultations with other programme staff may be necessary.

The Technical Manager and the Programme Officer for Database Management will take the lead on all database developments.

All final approvals will come from the Head of Communications and Knowledge Management.