TERMS OF REFERENCE
FOR
CONSULTANCY SERVICES – WEBSITE & DATABASE PORTAL DEVELOPMENT

Consultancy Title	:	Consultant – Website developer
Contract Period	:	Submission of deliverables before 15th April 2024
Contact Person	:	IA Communications Officer
Location	:	Home-based assignment

I) INTRODUCTION

Intersex Asia is a new autonomous regional network of intersex-led organizations and individuals from Asian countries that work to support, educate and advocate for the rights and lives of intersex individuals and raise awareness on human rights violations and discrimination faced by intersex communities since Feb 2018. Growing the intersex human rights movement in the Asian region is a strategic objective for IA. Towards this end, IA aims to spread education and awareness material on intersex issues. The communications officer would be responsible for curating IA's communication plan. It works in the Asian region and currently has a strong presence in Taiwan, Indonesia, India, Nepal, Philippines, Vietnam, and Bangladesh.

II) OVERVIEW

Website is one of the key communication channels of an organization, which plays a vital role in Intersex Asia's strategic plan for 2024-2027 as a way to communicate our value, profile our member's work, advocacy efforts as well as becoming a central hub for intersex-related data. In addition to the organisational website, we also envision to have a separate multi-lingual database webpage within the website, allowing users to access and research country-specific information about intersex in their own language through a map interface. Intersex Asia has been growing as the only regional network working to improve the human rights of intersex communities in Asia, and having a proper website with a dedicated database as above is critical for the long-term strategy of the organization.

III) SCOPE OF WORK AND OBJECTIVES

The overall objective of the assignment is to develop a fully functioning website with two main components:
      -An official website of Intersex Asia
      -A database webpage as a part of the official website

Under the direct supervision of the Executive Director and in collaboration with Communication Officer and Research & UN advocacy officer, the consultant is expected to carry on the following assignments:

1- **Assess the current state of Intersex Asia website** in respect to the needs of management team, current and future programs, security and other essential requirements related to organization's communication and data.

2- **Develop a detailed development plan, including**:

a. Website structure/sitemap: a suggestive sitemap is included in the appendix, the consultant can assess and propose the final sitemap for review.
b. Detail features and their usage
c. Visual and theme suggestions
d. Development timeline (no later than 15th April)

3- **Website and database portal development**, including
   a. Main website of Intersex Asia
   b. Database webpage as part of the main website.

4- **Internal training document for Intersex Asia staff** regarding function, and content updates.

5- **Technical support 6 months after completion** of the website development

Product expectation:
To ensure the project is in line with Intersex Asia and our donor's vision, we expect the website and the database portal to fulfill the following requirements:
- **Design**: visually attractive and engaging while maintaining the overall clean structure, as well as readability of the content.
- **User Experience**: fast and easy to navigate. Users should be able to easily navigate and look for the information they need with the least click/step possible. The website is expected to retain users as much as possible.
- **Speed**: The website needs to load as fast as possible without too much waiting time. Complex animation and effect are not advised unless it's subtle and does not affect the overall loading speed.
- **Back-end:** Understandably, the back-end management of the website can be technical. However, Intersex Asia staff should be able to at least update the information, including new articles, new information on pages, photos…etc, without constantly relying on the web developer.
- **Database/file management**: due to the nature of the database portal, there will be a lot of documents to be uploaded to the website. There should be a tool or plugin to manage this large amount of files.
- **Map functionality**: in the database portal, there should be an interactive regional map, in which users can click on the corresponding country and see the information of that specific country that Intersex Asia has prepared.
- **Search functionality**: in the database portal, along with the map functionality, there should be a search box with a filter (for example: country, information type…etc), allowing users to directly search for the information they need without going through the map.
- **Multilingual:** The website and database portal of Intersex Asia will be used by the community, experts, and researchers across the region. Therefore, multilingual support is needed, and Intersex Asia should be able to manually update the content of specific languages.

IV) DELIVERABLES
- A detailed development plan, including website structure/sitemap, features, and timeline.
- A fully functional official website of Intersex Asia.
- A fully functional database portal as a part of the official Intersex Asia website.
- Training and material for Intersex Asia staff on how to update content and manage the website in the future.
- Technical support service for 6 months after the delivery of the website and portal.

V) KNOWLEDGE AND SKILL REQUIREMENT

Education: Relevant degree in web design, web programming, or multimedia design.

Professional Experience:
● Minimum of 3 years professional experience working on various assignments on website and interactive design from start to finish.
● Proven experience in providing consultancy for clients in regards to website development, online systems and similar products.

Functional / Technical Knowledge:
● Significant knowledge in website development, including the use of common web builder platform such as Wordpress, Wix, Framer or similar, as well as related language like HTML, CSS and ability to produce supplemental visual assets for websites like icon, banner…etc
● Understand the core concepts of UI and UX design and how people interact with a website.
● Undertake similar assignments for NGOs in developing websites and online databases.
● Ability to communicate in English.

VI) TIMELINE

The (negotiable) timeline of deliverable submissions is as follows:
● Detail development plan by 18th February 2024
● A working prototype of the website and the database portal with proper sitemap and chosen theme by 17th March.
● Final website and database portal to be delivered by 14th April.
● Conducting training for Intersex Asia staff within April.

VII) REPORTING & COMMUNICATION

The recruited consultant will closely work with the team of Intersex Asia. The focal person for this assignment will be the Communications Officer.

VIII) CONSULTANCY PAYMENT

Based on a number of days, proposed by the consultant and further negotiated and agreed with Intersex Asia. The fees will be paid against satisfactory deliverables as per the below schedule;

Deliverables	Payment
On signing contract and submission of detail development plan	20%
Submission of the working prototypes	30%
Submission of the final website and portal, conduct the staff training and submission of training material	40%
Completion of the 6 months technical support	10%

IX) APPLICATION PROCESS

If you think you're a good fit for this position and want to work with a young non-profit organization, please apply! We favor candidates who are available to start in this position as soon as possible. All applications should include a resume and brief cover letter (this is important!) explaining your vision, interests, core capacities, and skills for this position.

This is an immediate staffing need, and we will be considering all applicants on a rolling basis. The application must include the following:

- Cover letter
- Proposal with estimated cost
- CV

- Samples of Past work

Please send your complete application to: communication@intersexasia.org by 20th January 2024.

Intersex Asia's equal opportunities statement:

- Intersex Asia aims to ensure that all full-time and part-time employees, potential employees and other individuals will receive equal treatment, including access to employment, training and opportunities for promotion, regardless of any personal attribute, including but not limited to colour, nationality, national or ethnic origin, race, gender, sexual orientation, gender identity, gender expression, domestic circumstances, marital status, pregnancy, trade union membership, gender reassignment, health status, HIV status, religion or belief, age, sexuality, sex characteristics, bodily diversity and disability.
- We encourage intersex individuals, as well as people from ethnic and racial minority backgrounds to apply.
- We want to make sure the recruitment process is accessible to applicants with disabilities, so if you would like us to make any arrangements in this respect, please let us know.

Appendix 1: Website users and usage

Below are some group of potential users of our website with expected behavior. The consultant can reference this information when designing the sitemap and UX. It is suggested that users could easily know where they can find their information and can navigate with ease.

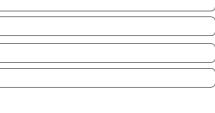| No	User	Characteristic and expected behavior	Suggestion
1	Community people/random visitors	-Visit mostly by curiosity and tend to look for official information and/or interesting news. -Low attention timespan	-Having a catchy design and interesting content elements on the home page. -Easy to navigate between contents. -Pop-up to sign up for newsletter
2	Fellow member organizations or fellow activists	-Visit mostly through referral links on specific campaigns/programs to read news, statements..etc -May look for documents/data to download -Can share the content if related to their organization/field of working	-Easy to see social media sharing button
3	Researcher	-Visit mostly through search engine referral to look for information/documents. -Higher attention timespan.	
4	Donors/Stakeholders	-Visit through an embedded link or search engine referral. -Mostly for a reference check (organization information, staff, project overview, reports…etc)	-Having a proper about us page, with links to other project pages.

Appendix 2: Suggestive sitemap

Official website:
The sitemap below is *suggestive*, the consultant should analyze and recommend a final structure based on their analysis.

● **Home** (logo/icon)

● **About us**
  o **All about us**: information about Intersex Asia, history and vision
  o **Meet the team**: information about board members and staffs
  o **Member organizations**:
  o **Our strategy**: strategic plan

● **Our Statement**

● **Our Work** (Field of work)
  o **Advocacy**
  o **Capacity Building**
  o **Research**

● **Get Involved**
  o **Intersex 101**
  o **Event Calendar**: featuring a calendar with coming events, international day from IA and partners/member organizations
  o **Call for actions**: blog collection of current campaign of IA and partners.
  o **Job Opportunities**
● **News** (Blogs)

● **Contact**

● ***Resource/Data Portal***: A special button that links directly to the database portal

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Resource/Data Portal:

The layout below is *suggestive* of the Resource/Data Portal page, the consultant should analyze and recommend a final layout based on their analysis. The layout should include:
  o **A multilingual option** to select the language
  o **An interactive regional map** that indicates the particular countries with intersex-related information and users can zoom in and click on the country they need.
  o **A search bar** below the map for users who want to quickly search for particular information without navigating the map.
  o **The result content** will display according to the map click, or the search.

Appendix 3: Reference websites

Below are some of the reference websites that the consultant can research to have a better understanding of our expectations:

1. https://creaworld.org/
2. https://www.iglyo.com/
3. https://www.oiieurope.org/