

# TERMS OF REFERENCE (ToR) FOR THE DEVELOPMENT OF PAFO'S WEBSITE

**Organization:** Pan-African Farmers Organization (PAFO)

**Title:** Website Development and Digital Presence Enhancement

**Location:** Remote

**Duration:** 2-4 months

**Application Deadline:** 10<sup>th</sup> April 2025

## 1. Background

The **Pan-African Farmers Organization (PAFO)** represents **80 million African farmers** through **73 national organizations** and **5 regional networks**. PAFO is committed to **advocacy, policy influence, capacity building, and partnerships** to enhance the agricultural sector.

To strengthen its digital presence and communication, PAFO seeks to develop a **modern, user-friendly, and dynamic website** that will serve as an **information hub, resource center, and engagement platform** for its stakeholders, including farmers, policymakers, donors, and the general public.

## 2. Objectives

The main objective of this project is to **design, develop, and deploy** a fully functional and responsive website that will:

Enhance PAFO's **visibility and brand identity**

Provide **up-to-date news, events, and publications**

Host a **resource library** for research reports, articles, and policy documents

☑ Serve as a **membership platform** for PAFO's regional networks

Integrate **email marketing (MailChimp), social media, and multimedia content**

Ensure a **multilingual experience** (English & French)

Optimize for **SEO and mobile responsiveness**

### 3. Scope of Work

The selected company/individual will be responsible for:

#### A. Website Design & Development

Developing a **modern, intuitive, and mobile-responsive website**

Creating a **clear navigation structure** for easy user experience

Designing an **aesthetic and brand-aligned UI/UX**

Ensuring accessibility standards (ADA/WCAG compliance)

#### B. Core Functionalities

**Homepage:** Overview of PAFO, mission, and latest updates

**About PAFO:** History, vision, leadership, governance

**News & Events:** Blog section for updates, event announcements

**Resource Library:** Downloadable reports, publications, and research

**Membership Area:** Secure login for members to access exclusive content

**Podcast Section:** Integration of PAFO podcast episodes

**Social Media Integration:** Live feeds from LinkedIn, Twitter, YouTube

**Newsletter Subscription:** MailChimp signup and email automation

**Contact & Inquiry Forms:** For general inquiries and membership applications

## C. Technical & Security Requirements

SEO-optimized structure for search engine ranking

Fast-loading, secure, and GDPR-compliant website

Scalable CMS (WordPress, Drupal, or a recommended system)

Regular backup system and maintenance plan

## 4. Deliverables

### Phase 1: Planning & Conceptualization

- Website architecture & wireframes
- Design mockups for review

### Phase 2: Development & Testing

- Fully functional website with integrated features
- Testing across devices & browsers
- Security & performance optimization

### Phase 3: Training & Launch

- Training session for PAFO staff on CMS management
- Final documentation (user manual)
- Live deployment & post-launch support

## 5. Required Expertise

The ideal consultant/company should have:

Proven experience in **developing websites for international organizations or NGOs**

Expertise in **WordPress, Drupal, or other scalable CMS platforms**

Strong UI/UX design skills with **mobile-first approach**

Experience in **SEO, security, and performance optimization**

Ability to implement **multilingual websites (English & French)**

Strong portfolio in **agriculture, development, or advocacy websites**

## 6. Application Process

Interested candidates should submit:

A detailed **proposal** outlining approach, timeline, and budget

Portfolio of **relevant past projects**

References from **previous clients**

**Submission Deadline:** [Insert date]

**Send applications to:** [communication@pafo-africa.org](mailto:communication@pafo-africa.org) [ceo@pafo-africa.org](mailto:ceo@pafo-africa.org) and [info@pafo-africa.org](mailto:info@pafo-africa.org)

## 7. Evaluation Criteria

Proposals will be assessed based on:

**Technical expertise & experience (30%)**

**Portfolio & past work relevance (25%)**

**Proposed methodology & innovation (10%)**

**Budget & cost-effectiveness (25%)**

**Timeline & execution plan (10%)**

## **8. Contact Information**

For inquiries, please contact:

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Communication Officers

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