****

**Terms of Reference**

**Digital Agency Consultant – Upgrading of Digital Websites**

1. **Background:**

The Pacific Tourism Organization (SPTO) is committed to enhancing the digital capabilities of our National Tourism Organization (NTO) members. This initiative is a key component of the NZMFAT-funded Phase 2 project, which aims to strengthen the online presence and digital infrastructure of our member countries.

The project’s activities focus on upgrading existing digital websites to improve functionality, user experience, and accessibility. By leveraging advanced digital tools and techniques, we aim to provide our NTOs with robust platforms that can effectively promote tourism, attract visitors, and support local economies.

1. **Objectives of the consultancy:**

The primary objectives of this consultancy are to:

* Upgrade the digital websites of the five NTOs (Timor Leste, Nauru, Tonga, Federated States of Micronesia and Republic of Marshall Islands) to enhance their usability, accessibility, and attractiveness.
* Ensure the websites meet the specific needs and requirements of each NTO.
* Provide training and support to NTO staff to enable effective management and maintenance of the upgraded websites.
1. **Scope of Services**

The consultant will be responsible for the following tasks:

* Conduct initial meetings with each NTO to understand their specific requirements and expectations.
* Perform a comprehensive review of the current websites to identify areas for improvement.
* Develop and implement a detailed plan for upgrading the websites, including design, functionality, and content management systems.
* Ensure the upgraded websites are mobile-friendly, SEO-optimized, and compliant with relevant web standards.
* Provide intermediate reviews of the progress of the activities.
* Train NTO staff on managing and maintaining the websites post-upgrade.

Training sessions should be a minimum of 3 days, covering content management system (CMS) usage, SEO best practices, and mobile optimization techniques. Each session should include hands-on activities to ensure NTO staff can effectively manage and maintain their websites post-upgrade. The expected outcome is that NTO staff will be proficient in updating website content, performing basic SEO tasks, and troubleshooting common issues.

* After the successful delivery and implementation of the website upgrades, provide a thorough final report. This report should include an evaluation of the project’s outcomes, a summary of the improvements made, insights gained from the process, and any recommendations for further enhancements or ongoing support.
* Provide ongoing support for a specified period post-launch to address any issues or further improvements.

*\* Methodology: All of the above as well as any other requirements should be reflected in a detailed project plan and schedule. Any new technical suggestions will be welcomed and should be clearly communicated in the methodology.*

1. **Deliverables and Indicative Timelines**

SPTO is inviting proposals from reputable, qualified and specialized consultants with a record of accomplishments of success in upgrading and maintenance of digital websites. The consultant is expected to deliver the following:

* Detailed project plan and timeline.
* Report on initial findings and recommendations for each NTO website.
* Fully upgraded and functional websites for each of the five NTOs.
* Training materials and sessions for NTO staff.
* Post-launch support plan and documentation.

**Indicative Timeline and Project Milestones:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Milestones** | **Deliverables** | **Delivery Deadlines** | **Payment %** |
| Contract Signing | Signing of the Contract | 9th September, 2024 | 15% |
| Initial Phase | Kick-off meeting with NTO’s and initial websites reviews | 10th-20th September, 2024 | 20% |
| Submission of project plan and recommendations report per NTO for SPTO and NTO’s | 23rd-24th September, 2024 |
| Approval of project plan and recommendations report per NTO by SPTO and NTO’s | 25th September- 4th October, 2024 |
| Design and Development | Website upgrades design and development | 7th-18th October 2024 | 20% |
| Design review meeting- Submission of Review Report with Progress Updates | 11th October, 2024 |
| Implementation Phase | Implementation of upgrades and initial testing including stakeholder feedback and approval | 21st October- 2nd November, 2024 | 20% |
| Mid-Implementation Review- Submission of Review Report with Progress Updates | 28th October, 2024 |
| Training and Final Adjustments | Training sessions for NTO staff and final adjustments | 4th-8th November, 2024 | 15% |
| Post-Launch Support and Closure | Post-launch support and project closure | 11th-15th November, 2024 | 10% |
| Final Project Report Submission | 18th-21st November, 2024 |
| Final Review Meeting | 22nd November, 2024 |

**Additional Notes:**

* **Intermediate Reviews**: Design Review Meeting (11th October, 2024) and Mid-Implementation Review (28th October, 2024) to ensure alignment and address any issues

Before the commencement of work, a final proposal including methodology, work plan and budget.

**Duration:**

2.5 Months (9th September-22nd November)

**Competencies and Skills Experience**

The ideal consultant should possess the following competencies and skills:

* Proven expertise in web development and digital design.
* Extensive experience in upgrading and managing digital websites, preferably for tourism organizations.
* Strong understanding of SEO, mobile optimization, and web standards.
* Excellent communication and interpersonal skills to effectively engage with NTOs.
* Ability to provide training and support to non-technical staff.

**Documentation Required:**

* CVs of those involved in this project to be included in the proposal
* Provision of business license
* Technical Proposal
* Financial Proposal Forms

**Registration Requirement**

All bidders must be registered on our [SPTO Jobs link](https://sptojobslink.com/) platform to be eligible for consideration.

**Budget Estimation**

The budget for this project is estimated to be between **35,000 NZD and 50,000 NZD**.

The budget for this project is fixed between 35,000 NZD and 50,000 NZD. Proposals must deliver high-quality outcomes within this budget. We encourage consultants to demonstrate cost-effectiveness and innovative approaches to maximize the impact within the available funds.

1. **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

* Tertiary qualifications in areas of web development, digital design, information technology, or a related field.
* Minimum of 5 years of relevant experience in web development and digital design.
* Strong portfolio of similar projects successfully completed.
* Demonstrated experience in working with Pacific regional organizations or similar contexts.
* Quality and feasibility of the proposed project plan.
* Understanding of the specific needs of tourism websites.
* Demonstrated ability to deliver similar projects on time and within budget.
* Proposed methodology for training and support.
* Cost-effectiveness of the proposal.

Should you have any further queries regarding this consultancy post, feel free to contact procurement@spto.org.

|  |  |  |
| --- | --- | --- |
| **Evaluation Criteria, Competency Requirements**  | **Score Weight (%)** | **Points Attainable** |
| **Criteria 1:**  | **Qualification**  | 20 | 14 |
| * Tertiary qualifications in web development, digital design, information technology, or a related field.
* Strong portfolio of similar projects successfully completed.
 |
| **Criteria 2:**  | **Technical experience/Criteria/Standards/Guidelines Development**  | 30 | 21 |
| * Demonstrated experience in upgrading and managing digital websites, preferably for tourism organizations.
* Minimum of 5 years of relevant experience in web development and digital design.
 |
| * Strong understanding of SEO, mobile optimization, and web standards.
* Experience in developing and implementing guidelines and standards for web design and functionality.
 |
| * Proven expertise in web development and digital design tools.
* Experience in creating and adhering to web development criteria and guidelines for quality assurance.
 |
| **Criteria 3**  | **General Experience in Key Areas**  | 30 | 21 |
| * Experience in working with governments institutions, particularly regional organizations in developing skills for website development and upgrading in the Pacific Islands;
 |
| * Working experience with international organizations or similar projects and implementation would be an advantage;
 |
| * Provide a portfolio of previous work of websites with similar functionalities
 |
| **Criteria 4**  | **Relevance of Approach/Methodology to Assignment** | 20 | 14 |
| * Provide a clear and well-thought-out Methodology for meeting the requirements of the Scope of Services and specific deliverables expected throughout the assignment.
 |
| * Sound and practical approach that allows for the inclusive engagement of stakeholders (NTO’s)
 |
| * Clear and realistic timeframe including confirmation of availability
 |
| **Total Score**  | **100** | **70** |
| **Qualification Score** | **70** | **49** |

**Financial Proposal (30%)**

The consultant must submit a Financial Proposal based on:

* **Lump Sum Amount:** The total amount quoted shall be all-inclusive and include all costs components required to perform the deliverables identified in the TOR, including professional fees, taxes (if applicable) and any other costs to be incurred. The contract price will be a fixed output-based price regardless of any extensions. Payments will be made upon completion of the deliverables/outputs and as outlined in the Deliverables and Indicative Timeframe section above.
* The financial component of the proposal will be scored on the basis of overall costs for the delivery of the services and financial incentives and benefits provided to SPTO. The lowest financial proposal will be awarded maximum 30 points and other financial offers and incentives will be awarded points as per the formula below. The formula used for scoring points for financial values proposed will be: **Financial Proposal score = (Lowest Price / Price under consideration) x 30**
* The Financial Proposal will be considered only for bidders that passed the minimum technical score of 49 points (70%)

**Proposal Submission**

* All applications must be clearly marked with the title ***Tender Number 24/006: Consultant – Upgrading Digital Websites as*** the subject of the email.
* All applicants to be registered on [SPTO Jobslink](https://sptojobslink.com/).
* Bidders are required to fill and submit below forms:
1. **Annex I:** - Consultant’s Letter to SPTO Confirming Interest and Availability for the Consultancy Services
2. **Annex II:** -Technical Proposal Submission Form
3. **Annex III:** - Financial Proposal Submission Form
* Submissions are to be sent to the email address, procurement@spto.org **by the 26th of August, 4pm (Fiji Time).**

**ANNEX I**

**CONSULTANT’S LETTER TO SPTO**

**CONFIRMING INTEREST AND AVAILABILITY**

**FOR THE CONSULTANCY SERVICES**

**Digital Agency for Upgrading of Digital Websites**

Date

Christopher Cocker

Chief Executive Officer

Pacific Tourism Organization

Level 3, FNPF Place

Victoria Parade

Suva

Fiji

Dear Sir,

I hereby declare that:

1. I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of the **Digital Agency for Upgrading of Digital Websites.**
2. I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV which I have duly signed and attached hereto as Annex I;
3. In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex II.
4. I hereby propose to complete the services based on the following payment rate:

A total lump sum of:

Amount in words

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount in numbers

FJD$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, payable in the manner described in the Terms of Reference.

1. For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Annex III;
2. I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to SPTO's review, acceptance and payment certification procedures;
3. This offer shall remain valid for a total period of \_\_\_\_\_\_\_\_\_\_\_ days [*minimum of 90 days*] after the submission deadline;
4. I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with SPTO *[disclose the name of the relative, the SPTO office employing the relative, and the relationship if, any such relationship exists];*

Please list (if applicable):

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. If I am selected for this assignment, I shall sign a Service Contract with SPTO;
2. I hereby confirm that *[check all that applies]*:
* At the time of this submission, I have no active Individual Contract or any form of engagement with SPTO;
* I am currently engaged with SPTO and/or other entities for the following work:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment** | **Contract Type** | **SPTO Divisions/ SPTO Member Countries (NTO)** | **Contract Duration** | **Contract Amount** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

* I am also anticipating conclusion of the following work from SPTO and/or other entities for which I have submitted a proposal:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignment** | **Contract Type**  | **Name of Institution/ Company** | **Contract Duration** | **Contract Amount** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. I fully understand and recognize that SPTO is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that SPTO will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
2. I also fully understand that, if I am engaged as a consultant, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.
3. Are any of your relatives employed by SPTO or any National Tourism Organisation within SPTO’s Member Countries?

 YES  NO If the answer is "yes", give the following information:

|  |  |  |
| --- | --- | --- |
| **Name** | **Relationship** | **Name of Organization** |
|  |  |  |
|  |  |  |
|  |  |  |

1. Do you have any objections to our making enquiries of your present employer?

 YES  NO 

1. Have you been arrested, indicted, or summoned into court as a defendant in a criminal proceeding, or convicted, fined or imprisoned for the violation of any law (excluding minor traffic violations)?

 YES  NO  If "yes", give full particulars of each case in an attached statement.

I certify that the statements made by me in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief. I understand that any misrepresentation or material omissions made may result in the termination of the service contract without notice.

 **DATE: SIGNATURE:**

NB. You will be requested to supply documentary evidence which support the statements you have made above. Do not, however, send any documentary evidence until you have been asked to do so and, in any event, do not submit the original texts of references or testimonials unless they have been obtained for the sole use of SPTO.

**Annexes**

1. CV shall include Education/Qualification, Processional Certification, Employment Records /Experience (Please attach)
2. Summary of Tender Application
3. Financial Proposal - Breakdown of Costs
4. Detail Technical Proposal (Please attach)
5. Business License (Please attach)

**ANNEX II**

**TECHNICAL PROPOSAL SUBMISSION FORM**

**Firm /Institution Background**

|  |  |
| --- | --- |
| **1.** | **DETAILS** |
| **NAME OF FIRM *(if applicable)*** |  |
| **NAME OF PRINCIPAL CONSULTANT** |  |
| **LIST OTHER PROPOSED PERSONNEL *(if applicable)*** |  |
| **NATIONALITY**  |  |
| **POSTAL ADDRESS** |  | **E-MAIL ADDRESS** |  |
| **TELEPHONE WORK** |  | **MOBILE NUMBER** |  |
| **TELEPHONE HOME** |  |  |  |
|  |
| **2.** | **ACADEMIC BACKGROUND** *(PRINCIPAL CONSULTANT & PROPOSED PERSONNEL)* |
| **Date of completion** | **Institution & Country** | **Qualification Attained** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |
| **3.** | **WORK EXPERIENCE**  |
| **Dates** | **Employer** | **Position (briefly list core functions)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |
| **4.** | **PROFESSIONAL AFFILIATIONS/AWARDS** |
| Dates | Organization | Member/Award Status |
|  |  |  |
|  |  |  |
|  |  |  |
|  |
| **5.** | **PROFESSIONAL REFEREES (Provide three references relevant to this tender submission, including the most recent work completed)** |
| Name | Position  | Organization & Contact Details |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |
| **6.** | **Client Details (8 most recent clients details)** |
| Name | Type of Service Provided & Year | Organization & Contact Details |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **7.** | **STATE HOW YOU MEET EACH SELECTION CRITERIA**  |
| **CRITERIA 1: Qualifications**Tertiary qualifications in web development, digital design, information technology, or a related field.Strong portfolio of similar projects successfully completed. |  |
| **CRITERIA 2: Technical Experience/Criteria/Standards/Guidelines Development**Demonstrated experience in upgrading and managing digital websites, preferably for tourism organizations. Minimum of 5 years of relevant experience in web development and digital design.Strong understanding of SEO, mobile optimization, and web standards.Experience in developing and implementing guidelines and standards for web design and functionality.Proven expertise in web development and digital design tools.Experience in creating and adhering to web development criteria and guidelines for quality assurance. |  |
| **CRITERIA 3 : General Experience in Key Areas** Experience in working with governments institutions, particularly regional organizations in developing skills for website development and upgrading in the Pacific IslandsWorking experience with international organizations or similar projects and implementation would be an advantageProvide a portfolio of previous work of websites with similar functionalities |  |
| **CRITERIA 4: Relevance of Approach/Methodology to Assignment** Provide a clear and well-thought-out Methodology for meeting the requirements of the Scope of Services and specific deliverables expected throughout the assignment.Sound and practical approach that allows for the inclusive engagement of stakeholders (NTO’s)Clear and realistic timeframe including confirmation of availability |  |
| **8.** | **ANY OTHER ADDITIONAL INFORMATION APPLICANT WISHES TO SUBMIT** |
|  |
|  |
| **9.** | **HOW DID YOU LEARN ABOUT THIS TENDER?** |
|  |
|  |
| **10.** | **CERTIFICATION & AUTHORISATION:**All information submitted herewith is true and correct. SPTO has the authority to seek verification of any information provided**.** |
|  |
|  |  |
| **Signature** | **Date** |

 **FINANCIAL PROPOSAL SUBMISSION FORM ANNEX III**

1. All costs indicated on the financial proposal should be inclusive of all applicable taxes.
2. The format shown below should be used in preparing the price schedule.

|  |
| --- |
| **Price Schedule- Tender** |
|  | **Monthly Service Fee (FJD)** |
| Professional fees related to the Terms of Reference  |  |
| Other related costs (Please Specify)  |  |
| **TOTAL** |  |