



TERMS OF REFERENCE

AFRICAN GUARANTEE FUND WEBSITE DESIGN AND DEVELOPMENT

1. INTRODUCTION

African Guarantee Fund for Small and Medium-Sized Enterprises (AGF) is a Pan-African non-bank financial institution founded by the Danish International Development Agency (DANIDA), Spanish Agency for International Development Cooperation (AECID) and African Development Bank (AfDB). AGF has since been joined by the French Development Agency (AFD), Nordic Development Fund (NDF), and Investment Fund for Developing Countries (IFU) and KfW Development Bank.

AGF's primary mandate is to assist financial institutions in Africa to scale up their SME financing through the provision of partial loan guarantees and capacity development assistance. It seeks to bridge the gap – currently estimated at more than USD 150 billion – between Financial Institutions and SMEs. AGF products and services provide financial institutions with the means which they can leverage in bringing their African SME financing interventions to the required scale.

AGF contributes to the promotion of economic development, vital for prosperity, stability and poverty reduction in Africa through two lines of activity:

- a) Provision of a mix of financial guarantees and other products which reduce the risks sustained by financial institutions when lending to SMEs that have insufficient collateral. These guarantees contribute to reduce the inability of SMEs to provide acceptable guarantees required by financial institutions prior to lending.
- b) Support for capacity development of the client financial institutions to enhance their capacity to appropriately assess loan requests from SMEs and to mitigate risks associated with the guarantee.

AGF operates according to market principles and is a commercially viable venture with operations in 40 countries in Africa and is gradually expanding to other countries to cover the whole of Africa.

AGF is rated 'AA-' by globally renowned Fitch Ratings Agency

2. PROJECT OBJECTIVES

- Design and develop a new website as per requirements and in line with African Guarantee Fund's branding to effectively reach target audiences.
- The website developer will be supervised by the Communication Officer, who will provide content, photographs and guidance on the desired design and structure. Changes have to be accommodated as the website concept and design evolves.
- The website developer will be responsible for the timely update and maintenance of AGF's website in line with the organisation's mandate.

Being a Pan-African institution, consideration must be made for AGF's English-speaking and French-speaking audiences.

3. SCOPE OF WORK

Working together with the Communication and IT Officers, the objectives of the Web developer are as follows:

- Assess the current AGF website structure and contents for layout design, navigation, ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update and information retrieval.
- Propose a design of a new website inclusive of affiliate office's (AGF West Africa) site within the group's website based on corporate guidelines for Management's review and approval.
- Design the website structure, taking into account high standards of editorial quality, accuracy, user experience and search engine optimization; additional focus on issues related to SME financing and follow online conversations that may be of interest to AGF.
- Upload content onto new website as provided by Communication Officer (CO).
- Create CMS contents for implementation in the Web.
- Make recommendations for backup/restore plan.
- Design and establish anti-hacker and antivirus plan for the website.
- Website hosting service.
- Warranty and maintenance service.
- Make recommendations for software, hardware, and other back-end applications related to Web development.
- Data generation and analytics reports as requested for the AGF website.
- Training to AGF Communication and IT staff on website maintenance and content update.

4. METHODOLOGY

This assignment will involve:

- Review of current African Guarantee Fund website.
- Preparation of narrative guide for new website.
- Design of new website with mock data.

- Development, planning and content loading on new website.
- Periodical monitoring of AGF's website; liaising with AGF's media intelligence service provider for insights.
- Research in order to provide feedback on trends, insights and best practise advice to the AGF Communication team.
- Boosting budgets for SEO optimisation shall also need to be planned for and included in the proposal.
- Due to the engaging nature of the assignment, it is preferable for the Consultant to be available to come into the AGF offices periodically.

5. DURATION OF THE ASSIGNMENT

The assignment is expected to last 1 calendar month.

6. DESIRED QUALIFICATIONS AND EXPERIENCE

The desired qualifications and experience are as follows:

- Contractor must be a legally registered entity with prior rich experience in the field.
- Proven and solid knowledge and experience in providing similar service to international organizations.
- Solid knowledge on website security and website hosting service.
- Excellent collaboration skills, particularly in soliciting and incorporating critique and feedback from multiple stakeholders.
- Able to provide user training and all documents in English and French.

7. KEY DELIVERABLES

- Responsive, fully developed, functioning website based on the AGF corporate identity and guidelines as stated by the Communication Officer.
- Website design and programming that enables the CO and IT Officer to manage its content. This includes handover of admin rights to CO and IT Officer enabling them to change all content autonomously.
- Configuration documentation and guidelines which clearly state how to manage the website.

8. MODE OF APPLICATION

Interested consultants with the required qualifications and experience should submit their proposal and budget to **communications@africanguaranteefund.com** on or before **8th February, 2019 (1700hrs E.S.T)**.