

Request for Proposal: Consultant – To Develop the Scaling Up Nutrition Business Network (SBN) Nigeria, Website

Work Location: Nigeria

Organization: Global Alliance for Improved Nutrition, GAIN

1. Overview of the SUN Business Network

The Scaling Up Nutrition Business Network (SBN) is one of four global networks within the Scaling Up Nutrition [\(SUN\) Movement](#) which supports 61 Countries, including Nigeria, to develop multi-stakeholder approach to nutrition. The SUN Business Network (SBN) is the private sector branch of this Movement, and aims to support businesses in growing the role they play in nutrition. SBN is convened at a global level by Global Alliance for Improved Nutrition (GAIN) and the World Food Programme (WFP). In Nigeria, SBN is convened solely by GAIN.

SBN Nigeria was established its presence in Nigeria in 2016 with the recruitment of members from the private sector. At enrolment, members are expected to voluntarily choose a nutrition-oriented commitment to execute as part of the company's internal strategy to contribute to global nutritional outcomes. Members are provided with the required material, financial, technical and business development support needed to meet the set nutrition commitment.

SBN Nigeria currently has over 300 members, ranging from SMEs to international companies, which have all made signed commitments to improve nutrition in Nigeria. Further details on the SBN can be found at <https://sunbusinessnetwork.org/>.

2. The Service

2.1 Overview

To adequately position itself as a resource hub for nutrition focused SMEs, SBN Nigeria is seeking the services of a consultant to develop a website that will help deliver on its mandate to the Nigerian SBN community through access to resources, tools and connections. The website will also serve as the main port of call for information on SBN activities and events, and also serve as a visibility platform for SBN members.

The SBN Nigeria is looking to develop a new website using a premium WordPress template.

2.2. Scope of work

We are seeking an experienced Wordpress developer to:

- Design suitable mockups and wireframes
- Advise on a suitable Wordpress template which fits our corporate guidelines, addresses our objectives, and can accommodate the required structure/content.
- Using the selected Wordpress template, design and build the website structure, taking into account the requirements of the SBN team, including clear and logical structure; attractive site & page layout; easy to use, update and maintain; flexible navigation etc.
- Hide sections of pages, with the ability to make visible when content is ready to be shared.
- Upload all content to the site, as provided by the SBN team.
- Assist with migration of the domain name.
- Install and set up Yoast SEO and make sure that all pages/posts are optimized for search engine indexing.
- Install and setup a social media auto-share plugin
- Install, activate and set up Google Translate.
- Install, activate and set up any other plugins as and when required.
- Provide training on how to update webpages, add new content and features etc.
- Provide support to fix/troubleshoot any issues which arise in the 60 days following the website launch.

3. Basic Structure of the Website

SBN Nigeria website will be structured around 7 sections, each with a specific objective and precise functionalities as detailed below.

1. **Home Page**
2. **About us Page:** Drop down tabs to provide the information below:
 - Who We Are
 - Strategic Priorities
 - Our Impact
 - How We Are Governed
 - How We Operate
 - How Are We Funded?
 - Our Teams
 - Contact
3. **Members Page:** This page will showcase tailored information for all SBN members
4. **Join Us Page:**
5. **Events**
6. **News**
7. **Stories**
8. **Resource Hub** – This page will link to downloadable educational tools and resources

4. Website requirements

Key requirements identified for the website are as follows:

Approach: We expect the website to be developed using a “mobile first” approach, i.e. content should be designed with mobile in mind, then adapted to other devices (tablets and desktops).

Wordpress: We expect the developer to use a premium Wordpress template (the developer will include the purchase of the Wordpress business plan in their proposal and budget). The hosting account will be provided and managed by SBN.

User experience (UX): We want to offer our users the best user experience. UX should be at the core of the redesign process. Navigation needs to be simple and effective. Web pages should be responsive and page speed should be in line with global best practices. The content should be easy to find, with strong “**call to actions**” in place.

Content: All content will be provided by the SBN team.

Branding: All branding (incl. colour scheme, logos, images etc) will be provided by the SBN team.

Search Engine Optimization (SEO): We expect the selected web developer to install an SEO plugin, for example Yoast.

Metrics: We require Google Analytics tracking codes on each page of the website and link Google Analytics to the Google Search Console.

Training: We expect the developer to deliver basic training on how to edit certain features of the site (especially for sections which will be hidden initially).

Security, Backups, Updates: We expect the developer to include a detailed breakdown of costs for the following: Security certificates, backups and one-year maintenance. The developer should be available to fix/troubleshoot any issues which arise in the 60 days following the website launch.

5. Characteristics of the service provider

We are looking to contract a freelance WordPress developer. Previous work developing websites for non-profit organizations and businesses in the food system constitute an advantage.

The developer should provide a proposal, including a brief implementation plan. A quotation including a detailed breakdown of activities and timelines are needed to fulfil our procurement process.

The quotation should make it clear if there any services which won't be covered. The agreed upon budget will be disbursed according to agreed-upon milestones and accompanying deliverables between the developer and the SBN team.

6. Key milestones for deliverables

Milestones for deliverables and deadlines will be agreed upon between the developer and the SBN team. Funds will be released based on the timely delivery of these deliverables.

S/No	Deliverable	Duration
1.	Developer to purchase Wordpress business plan to select suitable Wordpress premium template and provide mockup versions of all page.	2 days
2.	Developer to build the basic structure of the website based on the template selected and the wireframe and page layout mockups as approved by the SBN team	10 days
3.	Developer to populate all pages with content provided by the SBN team.	5 days
4.	Developer to make amends to website design and pages based on feedback from the SBN team.	3 days
5.	Developer to install required plugins, SSL certificate, migrate the domain name and test all website features	7 days

6.	Developer to provide training on how to update pages and make hidden sections visible	1 day
7.	Developer to make final amends and make website live	2 days
	After sales support – Platform maintenance, trouble shooting (1 year)	
	Total	30 days

The new SBN website will be launched by mid December 2022. We therefore, expect the website to be fully operational by December 7th 2022.

7. Format of Proposal

All proposals should include the following information:

1. Time dedicated to the project.
2. Breakdown of costs for the entire website build process, hosting fees and website maintenance. The developer should explicitly list any services which they will not cover.
3. Examples of previous work developing websites for similar organizations or businesses in the food system.

8. Application Process

Completed proposals should be submitted to Joyce Akpata (jakpata@gainhealth.org) with Mr. John Pilaku - jpilaku@gainhealth.org in copy; by December 9th, 2022, at 23:00 West Africa Time.

Please use the email subject line 'SBN Nigeria Website Consultant' when responding.

Applications will not be judged based on age, colour, creed, disability status, gender, state of origin, religion, or any other legally protected status.

9. Rights of rejection

The SBN reserves the right to reject any or all submissions at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that the SBN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

10. References

The SBN reserves the right, before awarding the proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

11. Confidentiality

All information provided as part of the proposal evaluation process is considered confidential. If any information is inappropriately released, SBN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this RFP will be held as strictly confidential.