CONSULTANCY

Initial Terms of Reference

This consultancy is requested by:

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<tr>
<th>Unit</th>
<th>Programme Support and Management</th>
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<td>Department</td>
<td>Global Malaria Programme</td>
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1. Purpose of the Consultancy

WHO is looking for a candidate to support the migration of the Global Malaria Programme website (www.who.int/malaria) from WebIt to the new Sitefinity content management system (CMS). This position is for someone who understands target audiences, user journeys and business analysis. The successful candidate should be able to document the business needs and functional specifications for Sitefinity, to develop creative solutions to respond potential challenges and to design new templates as required. A good understanding of content management systems and their functionalities is required to leverage the display of the content in an engaging way. She/he also should have some experience understanding how content changes can impact IA and UX. This position requires knowledge of manual web content migration in addition to using automated tools, new widgets and layouts to maximize content impact.

2. Background

A year-long systematic review of the Global Malaria Programme department’s policy guidance production and dissemination process has confirmed the importance of the website as a central source of information for all stakeholders (staff in countries and regions as well as national and global partners). However, the review has also shown that users struggle finding the relevant guidance and understanding how the various pieces fit together. One of the review’s key recommendations to address this challenge is to improve the way publications are presented on the department’s website. In view of the limited capacities of the existing content management system, it was decided to migrate the department’s website to the new Sitefinity CMS currently being rolled out in WHO.

During the 6-month period of the contract, the consultant will work in close collaboration with the department’s Web Content Officer. The consultant is expected to be pro-actively involved in the migration process, and to work independently when required. A lot of consideration will be given to the document centre to develop a user-friendly and interactive design to display the department’s publications and to ensure that users understand how the process for policy-making is articulated. However, the entire website will be reviewed in the process and the homepage and technical pages requiring updates and alterations will be also revised and modified as needed. The selection of pages to be migrated or terminated will be made in coordination the Web Content Officer and technical units.

The Global Malaria Programme has committed to implement these important changes by mid-2019, which will give enough time to complete a smooth migration of the GMP website and to create the necessary template for a new user-friendly and more intuitive documentation centre for malaria policy guidance and for the policy-making process. A focus session with external partners will be organized two months after the beginning of the migration process (9 April 2019) to review working templates for the documentation centre and provide the necessary feedback to review and modify the design and functionality of the pages. The site in English is expected to be completely migrated by June 2019, leaving another month for the migration of the condensed versions in the other official languages.
3. **Planned timelines** (subject to confirmation)
Start date: 01/02/2019
End date: 01/08/2019

4. **Work to be performed**

Output 1: Successful migration of the Global Malaria Programme website from WebIt to Sitefinity, including the creation of new pages as needed

Output 2: User-friendly and interactive template to display the department’s policy guidance documents

Output 3: User-friendly and interactive template to present the steps followed in the development of policy guidance documents and the standards used to review guidance

5. **Technical Supervision**
The selected Consultant will work on the supervision of:

<table>
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<tr>
<th>Responsible Officer:</th>
<th>Camille Pillow, Web Content Officer, GMP/PSM</th>
<th>Email: <a href="mailto:pillonc@who.int">pillonc@who.int</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager:</td>
<td>Saira Stewart, Technical Officer, GMP/PSM</td>
<td>Email: <a href="mailto:stewarts@who.int">stewarts@who.int</a></td>
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6. **Specific requirements**

- **Qualifications required:**
A formal qualification is not necessary as creativity and experience are equally valued. That said, degree with either a creative or technical element would be useful. This could include:

  - Computer science
  - Digital media production
  - Business analysis
  - Graphic design
  - Information technology
  - Multimedia web design
  - Software engineering
  - Web design

- **Experience required:**

  - Demonstrated working experience with CMS and a good understanding of widget and template functionality
  - Experience working on the migration of a major website
  - Experience in an international environment, preferably in WHO or the UN system. Experience working with both on and offshore web development teams.
  - A solid gauge on what is feasible and reachable given time, budget, and resource limitation.
  - The ability to see, understand and transform the ‘bigger picture’ of digital marketing in an organisation.
  - Ability to multi-task and perform effectively under pressure.
  - Understanding of user interface components (web templates, style sheets, etc.)
- **Skills / Technical skills and knowledge:**
  - In-depth understanding of the internet and web technologies, as well as the main principles of digital marketing
  - Proven understanding of what makes good web copy, UX and call to actions for users
  - Proven ability to use and interpret google analytics to analyse web performance
  - Ability to understand technical web needs as well as organizational need and how these translate into requirements that will be translated into web developments
  - Attention to detail, capacity for analysis and problem solving
  - Ability to work in a team and independently on a project
  - Ability to teach oneself new technical skills
  - Clear communication skills

- **Language requirements:**
  English (Read – Write – Speak Expert level)

7. **Place of assignment**
Geneva, Switzerland

8. **Medical clearance**
The selected Consultant will be expected to provide a medical certificate of fitness for work.

9. **Travel**
The Consultant is not expected to travel.

*All travel arrangements will be made by WHO – WHO will not be responsible for tickets purchased by the Consultant without the express, prior authorization of WHO. While on mission under the terms of this consultancy, the Consultant will receive subsistence allowance.*

*Visas requirements: it is the consultant’s responsibility to fulfil visa requirements and ask for visa support letter(s) if needed.*