

Freelance Website Consultant

September 2023

ABOUT THE NDC PARTNERSHIP

The NDC Partnership is a global coalition, bringing together more than 200 members, including more than 120 countries, developed and developing, and nearly 100 institutions to deliver on ambitious climate action that helps achieve the Paris Agreement and drives sustainable development. Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The NDC Partnership is hosted by the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat, the United Nations Office for Project Services (UNOPS) and the World Resources Institute (WRI). The Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany. The NDC Partnership Support Unit is the Secretariat of the NDC Partnership and will be the primary point of contact for this vendor.

SUMMARY OF PROCUREMENT

The NDC Partnership is seeking a freelance web consultant to support the Partnership in the development and maintenance of its website and microsites, as well as align the Partnership's branding and messaging across its digital channels.

For this project, the consultant will be contracted directly through the World Resources Institute (WRI). The contract period will be Cost Reimbursement and will extend from 1 November 2023 through 31 December 2024. Proposals along with all requirements should be submitted by 31 October 2023. This consultant will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically, the Deputy Director of Outreach & Governance, Communications Manager, Communications Coordinator and Visual Media Coordinator, as well as with external vendors supporting on website development, design and maintenance.

OVERVIEW

The NDC Partnership's websites amplify the Partnership's impact as a leader in advancing global climate action in line with the Paris Agreement by highlighting the impact of our collective action, our diverse Membership, and our programs and thematic initiatives. The Partnership's sites serve as a resource for current and prospective members, as well as a general climate-informed and technical audience.

The NDC Partnership currently maintains seven sites and microsites, including:

- [The current NDC Partnership website built in Drupal 7 \(D7\)](#)
- The NDC Partnership's new (soon-to-be launched) site, built in Drupal 9
- [The Climate Action Enhancement Package \(CAEP\) microsite](#)
- [The 2021 Partnership in Action \(PiA\) microsite](#)
- [The 2022 Partnership in Action \(PiA\) microsite](#)
- The 2023 Partnership in Action (PiA) microsite (in progress)
- The 2024 Partnership in Action (PiA) microsite (to be developed)

The scope of work for this consultant is based on the current and anticipated needs of the NDC Partnership Support Unit. These may change, and the NDC Partnership will rely on the consultant to make informed recommendations on additional updates, deliverables, and timelines.

ROLE & RESPONSIBILITIES

Website Development & Design

- Oversee all web page development in line with the Partnership's evolving branding and messaging
- Analyze website traffic, demographics and audience characteristics to inform development and design, and incorporate feedback from members and partners
- Oversee all wireframe proposals, coordinate necessary reviews and approvals, provide feedback and informed design recommendations
- Oversee planned design changes and upgrades, including:
 - Enhancements to the [Knowledge Portal](#); please see the Annex for additional details
 - Updates to the [Country Action pages and map](#); please see the Annex for additional details
 - Expansion of the "Access to Finance" module within the D9 site (to be developed)
 - Updates and/or modifications to the Partnership's CAEP microsite
 - Development of the 2023 Partnership in Action (PiA) microsite
 - Build of the 2024 Partnership in Action (PiA) microsite

Routine Site Maintenance and CMS Maintenance

- Update current web pages in coordination with Support Unit staff
- Add new web pages, including inputting text, formatting and laying out content and coordinating with vendors, where needed
- Coordinate and/or conduct security updates and routine CMS maintenance in line with vendors
- Streamline communication and collaboration across the Support Unit staff and with vendors for web updates and upgrades
- Manage the Partnership's Google Analytics page(s), tracking and reporting for monitoring and evaluation (M&E) data and informing key performance indicators (KPIs)

Budgeting, Invoicing and Contracting

- Scope and cost upgrades, project builds and new microsite development
- Evaluate all fees for site hosting, CMS Maintenance, ad-hoc support, client calls, staff training and other costs
- Develop and/or inform annual web costs for the Outreach & Governance budget in line with Support Unit communications staff and operations teams

- Process all web-related invoices and manage vendor correspondence and contracting in line with the Communications Coordinator and Communications Manager

EVALUATION CRITERIA

REQUIREMENTS

The selected consultant must demonstrate capacity in similar work, particularly:

- Demonstrated experience in website development and design, including user interface (UI) and user experience (UX), as well as familiarity and experience working with custom learning tools and databases, and proficiency in Drupal and WordPress.
- Excellent project management experience and demonstrated track record of working with external vendors and contractors and managing multiple deliverables in a fast-paced environment.
- Prior work experience and a demonstrated track record in strategic communications, advocacy, media, public relations and/or marketing preferred.
- Success working with international agencies and organizations and countries around the world and familiarity or understanding of sustainable development, climate and climate finance initiatives and organizations preferred.

EVALUATION AND SELECTION PROCESS

All applications must be submitted on 30 September 2023 to the Communications Manager at (caitlin.pinkard@ndcpartnership.org). Please use the following format for the email subject line: “Freelance Web Consultant: Application.” All applications must be submitted in electronic format.

Please include:

- Resume and/or CV
- Cover letter or expression of interest
- A portfolio of previous work (**maximum 5 pages**)
- Daily rates

Annex

NDC Partnership Knowledge Portal

The NDC Partnership’s Knowledge Portal helps countries to accelerate climate action by providing quick and easy access to data, tools, guidance, good practices, and funding opportunities. It draws together the most relevant resources from partners and other leading institutions. The Knowledge Portal includes a number of curation tools including:

- [Good Practice Database](#): This database provides a searchable repository of good practices and lessons learned from countries that have overcome obstacles and where climate action is being effectively designed and implemented. The database is managed jointly with the IKI Support Cluster, the UNDP NDC Support Programme, the Transparency Partnership and LEDS GP. The database content is hosted on an independent third-party database (Knack). The content is pulled in through an API on to the NDC Partnership website, as well as the other database

partners' websites. In addition to managing the Knowledge Portal, the web developer will manage the Knack interface as well.

- [Climate Toolbox](#): The Climate Toolbox draws together tools, guidance, platforms, and advisory support from leading institutions in a searchable database to help countries plan and implement their NDCs.
- [Climate Funds Explorer](#): The Climate Fund Explorer is a searchable database of large-scale, open climate funds and related support for your mitigation and adaptation activities.
- [Climate Finance Bulletin](#): This is a new tool, recently built in Drupal 9. It will be launched as part of the NDC Partnership's Drupal 9 website. The Bulletin will be a space for funders to post open or upcoming short-term calls for proposals requesting applications from countries, organizations, and other eligible entities to receive funding for specific projects and initiatives.

NDC Partnership Country Pages

The NDC Partnership website hosts country pages for every country in the world. There are three types of country pages:

- Actively engaged country pages, which reflect information about NDC Partnership member countries and how they are engaged with the Partnership in real time
- Member country pages
- Non-member country pages

All country pages reflect NDC data and information that is pulled into the website through an iFrame, which is built and hosted on the [ClimateWatch](#) website.

Climate Action Enhancement Package (CAEP) and Partnership in Action (PiA) Microsites

These microsites are built in WordPress and are currently integrated via external links on the homepages of both the D7 and D9 websites. The Partnership does not anticipate any further text or design changes needed to these microsites beyond routine maintenance and security support. Please note: the 2024 Partnership in Action (PiA) microsite be built from scratch and will not utilize the same template or structure of previous PiA microsites.