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| UNICEF in Belarus |
| **Requirements for Financial Offer** |
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| **Programme:** Communication, Partnership, ECD |
| **Assignment Title:** **IT Consultant for Website Technical Support and Optimization (National, Belarus)** |
| **Purpose of the Assignment:** The purpose of this assignment is to hire an IT consultant to provide technical support and enhancements for the website that serves UNICEF's SBC campaign "Просто дети в школе" and collects information on our ECI work. This resource is a critical communication tool created through a grant from the Russian Federation and mentioned in all current distributing materials, and donor reports.  The website currently operates on an outdated software platform, posing significant risks to its stability, security, and overall functionality. It has experienced intermittent faults, indicating a need for immediate technical intervention. Additionally, the site uses an insecure protocol and lacks a user data collection notice, which is a legal requirement in Belarus. |
| **Supervisor:** SBC Officer |

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| **Work Assignment Overview** | **Deliverables/ Outputs** | **Delivery deadline** | **Lumpsum fee\* per deliverable per duration (USD)** |
| Update the WordPress CMS from version 5.3.2 to 6.5.4, ensuring no disruption to website functionality or data integrity. Identify and assess all installed plugins for compatibility with the new CMS version, updating or replacing them as needed. Coordinate with the hosting provider to upgrade the PHP version to the latest supported version, ensuring it is tested thoroughly to maintain compatibility with existing features. | The WordPress CMS updated to the latest version, plugins assessed and updated or replaced as needed, and the PHP version upgraded and tested for compatibility. | 25.12.2024 | USD … |
| Remove unnecessary files, data, and outdated content to improve website speed and efficiency. Configure and optimize caching solutions to enhance performance and reduce load times. Optimize CSS, JavaScript, and image files by minimizing and compressing them for faster load times and better responsiveness. Analyze and optimize factors affecting page load times, such as server response time, resource loading, and render-blocking elements. Conduct a thorough SEO audit, implementing best practices to improve search engine visibility. Optimize meta tags, headers, and content structure for better indexing and ranking. | Improved website speed, efficiency, and performance with optimized caching, minimized and compressed files, enhanced page load times, better search engine visibility, and optimized meta tags, headers, and content structure. | 25.12.2024 | USD … |
| Develop and prominently display a clear notice about data collection practices in accordance with local legislation. Implement a mechanism to obtain user consent for data collection, ensuring it meets legal standards. Review and update the privacy policy to reflect current laws and data protection practices, making it easily accessible and understandable to users. Conduct an audit to identify and address any areas of non-compliance with the legislation of the Republic of Belarus, making necessary adjustments to data handling practices, security measures, and user communication. | A prominently displayed notice about data collection practices with a user consent mechanism, an updated and accessible privacy policy reflecting current laws, and compliance with the legislation of the Republic of Belarus through an audit and necessary adjustments to data handling, security measures, and user communication. | 25.12.2024 | USD … |
| Set up Google Analytics and Yandex.Metrika to track behavioral factors, traffic sources, and key performance indicators. Implement tracking for key user actions to measure campaign effectiveness, ensuring accurate data collection. Configure automatic generation and distribution of comprehensive, easy-to-understand performance reports to relevant stakeholders. | Google Analytics and Yandex.Metrika set up to track behavioral factors, traffic sources, and key performance indicators; key user actions tracked for campaign effectiveness; and automatic generation and distribution of comprehensive, easy-to-understand performance reports to stakeholders. | 25.12.2024 | USD … |
| Acquire and install an SSL certificate, enabling HTTPS for the entire site. Perform regular security scans to identify and address vulnerabilities. Set up regular backups and disaster recovery plans to protect data. Enhance security settings at both the server and CMS levels. | An SSL certificate installed with HTTPS enabled site-wide, regular security scans and vulnerability fixes, regular backups and disaster recovery plans, and enhanced security settings at both the server and CMS levels. Mechanism for site local back up implemented. | 1.12.2024 | USD … |
| **Total cost for deliverables** | | | **USD** … |

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| **NOTES\*** |
| Financial proposal should be submitted using the financial offer template and must :   * Reflect the costs per each deliverable and the total lump-sum for the whole assignment period (in US$) to undertake the terms of reference. * Include travel costs and daily subsistence allowance, if internationally recruited or travel is required as per TOR. Consultants are responsible for arranging their own transportation arrangements. UNICEF can provide office vehicle for some duty travel missions with prior agreement as per monthly travel plan approved by the supervisor * Include any other costs: visa, health insurance, payment of an incidental expenditure (such as bank charges, insurances, etc.) and living costs as applicable. |