

**Association for Human Rights in Ethiopia**



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# **Association for Human Rights in Ethiopia**

## **TOR for Website Design**

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## 1. About the organization

Association for Human Rights in Ethiopia (AHRE) is a non-governmental, non-partisan, and not-for-profit organization dedicated to the advancement of human rights protection in Ethiopia through research-based investigations and evidence-based advocacy at the national level. The organization is registered under the FDRE Authority for Civil Society Organizations through proclamation number 1113/2019 with registration number 5223.

## 2. Rationale

AHRE is seeking to hire website developers with the capacity to design a new website that will be used by the organization.

## 3. Deliverables

Requiring both technical and creative skills

- Designing engaging and responsive landing pages
- Conceptualizing creative ideas with clients.
- Integrating client CMS programs and data feeds into websites
- Optimizing sites for maximum speed and scalability
- Establishing design guidelines, standards, and best practices.
- Improving the appearance of website by enforcing content standards.
- Designing visual imagery for websites and ensuring that they are in line with branding of the organization
- Working with different content management systems.
- Communicating design ideas using user flows, process flows, site maps and wireframes.
- Incorporating functionalities and features into websites.
- Designing sample pages including colors and fonts.
- Preparing design plans and presenting the website structure.
- Conducting website testing and improving the design of the website.
- Liaising with back-end developers to ensure web and app logic is properly integrated
- Ensuring website function and stability across devices i.e. desktop, mobile, tablet
- Providing internal support throughout the build and launch process of the website
- Provide technical assistance if and when needed within one year of the service provision

*In addition to the above indicated obligations the designer is required to provide orientation to selected staff of the organization on how to operate the website for basic functions and update the information.*

## 4. Time Frame

The assignment must be finalized within 30 days or less after entering into agreement.

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### 5. Qualification and Experience Required

The applicant must have:

- A degree in Computer Science, ICT, software engineering or related fields
- A minimum of 5 years' experience in designing websites  
Applicants must be proficient in
- HTML
- CSS
- jQuery
- JavaScript
- Adobe Suite – Photoshop, Illustrator, InDesign
- API web integration
- Experience in User Experience (UX) and User Interface (UI)

### 6. Legal Requirements

Interested applicants should submit:

- Valid Trading License
- Valid Tax Identification Number (TIN)
- Full and accurate physical, telephone and email addresses

### 7. Application Procedure

All interested consultants can apply by presenting the following documents:

- Letter of Application
- Comprehensive technical and financial proposals
- Reference/certificates evidencing that the consultants have carried out similar assignments.
- Updated CVs for the team of consultants

### How to Apply:

Interested applicants can submit separate technical and financial proposals, as well as supporting credentials, in two sealed envelopes within seven days of the publication of this call through the following address:

AHRE Head Office located at Bole Sub-city, Woreda 02, Behind DH Geda Tower Dr Abebe Building 2nd Floor or send scanned versions of the above documents via E-mail address: [mahletnegussie12@gmail.com](mailto:mahletnegussie12@gmail.com)

Women and persons with disability are highly encouraged to apply.