**EXPRESSION OF INTEREST TO REVAMP AND MAINTAIN THE NCHRD-U WEBSITE.**

**1.1 Background.**

The National Coalition of Human Rights Defenders Uganda (NCHRD-U) is a registered organization of various organizations and individual Human Rights Defenders (HRDs) that was formed in 2013. It seeks to strengthen the work of HRDs throughout the country through synergy and collaboration at national and international level to enhance the protection mechanisms for HRDs and their capacity to effectively defend human rights. NCHRD-U focuses its work in all regions in Uganda.

NCHRD-U’s purpose is to protect and promote the work of HRDs in safe and secure environment through linkages with national, regional and international entities. Individuals and organizations working to promote the protection of Human Rights Defenders (HRD) in Uganda. Further information about the Organisation and what it does, can be found on our website: [www.hrdcoalition.ug](http://www.hrdcoalition.ug)

**1.2 Terms of reference**

**Introduction.**

NCHRD-U seeks to identify a consultant to ensure that the website stays fresh, secure and active. Activities to be done during annual website maintenance include software updates, content updates (this will only involve news, programs, video gallery, upcoming events or activities) and areas to constantly update will include: front-page images, news, events, install banners, interlinks, static pages, photo gallery, video blog. The resource person will carry out monthly backups for the whole website. The resource person will be in charge of statistical analysis. The person will be in position to analyze the website traffic with help of Google Analytics. These are some of the areas that will be looked at and provided in a report; pages entered on and left on, time spent on the site, bounces rate, referring sites, countries where our visitors are from. Social media updates, every new update done on the website will be shared on all social media platforms of NCHRD -U. Evaluating and recommending enhancements to the NCHRD-U website and social media pages and optimizing for search engine viability.

**DUTIES AND RESPONSIBILITIES**

The consultant will be required to; Work closely with Communications Officer and Executive Director and determine the branding and visibility and communication requirements that must be met to support the goals of the NCHRD-U

* Documenting NCHRD-U activities in text, audio, video and graphics as relevant and publishing online or for sharing or archive purposes.
* Supporting posting and engagement on NCHRD-U website and social media accounts.
* Positioning NCHRD-U and HRDs as leading and trusted sources of appropriate information for the media and the public online;
* Drive relevant traffic to the NCHRD-U website and associated social media pages/accounts.
* Posting clear messages and measures of success and generate meaning content for the NCHRD-U social media accounts.
* Developing relevant messaging that can take advantage of current opportunities and events, and that can be used by the NCHRD-U.
* Support in facilitating approved media events like twitter spaces to promote HRDs work and NCHRD-U generally online.
* Posting news releases, advisories and backgrounders,
* Tracking and responding to stories in the media that might benefit from a response from NCHRD-U online.
* Website Maintenance to ensure that the website stays fresh, secure and active, including software updates, content updates (this will only involve news, programs, video gallery, upcoming events or activities) and areas to constantly update will include: front-page images, news, events, install banners, interlinks, static pages, photo gallery, video blog.
* Carry out monthly backups for the whole website and avail the back up on disk or email.
* Provide quarterly reports on website usage statistics using Google Analytics specifying pages entered on and left on, time spent on the site, bounces rate, referring sites, countries where our visitors are from. Etc
* Undertake Social media updates, including of every new update done on the website being shared on all social media platforms of NCHRD-U.
* Monitoring, Evaluating and recommending enhancements to the NCHRD-U website and social media
* Design and produce flyers, posters, dummies, newsletters, reports, presentation, documents layout, brochures, magazines, banners, and other itinerary for planned events for social media and for printing.
* Provide one key experienced staff member to be in charge of the on-going work of the service provider at NCHRD-U and provide other staff to support the key staff as and when required.

**DELIVERABLES OF THE ASSIGNMENT**

1. An approved implementation plan prior to the commencement of the assignment.
2. Offer on-going support during the assignment by selected staff.
3. Provide one key experienced staff member to be in charge of the on-going work of the service provider at NCHRD-U and provide other staff to support the key staff as and when required.
4. Provide monthly reports to the contractor (NCHRD-U) specifying what work has been done, the successes and challenges, and recommendations.

**TIMELINES AND PAYMENT**

1. The length time for this assignment will be one year from **10th March 2024–09th March, 2025.**
2. Payment will be based on consultant working experience and negotiation based on our indicative budget figures.

**QUALIFICATIONS:**

1. Eligible consultants must be formally qualified in mass communication/public relations/communications analysis/development communications graphics designers, Adobe suite, and website management and operations.
2. Have a minimum of 5 years’ experience and extensive & proven record in advocacy, media, policy, and campaign, adobe suite, and content design and publication.

Kindly send your narrative and financial proposals to [info@hrdcoalition.ug](mailto:info@hrdcoalition.ug) by **01st March 2024** before close of business.