**UNITED NATIONS DEVELOPMENT PROGRAMME**
**TERMS OF REFERENCE**

## I. Assignment Information

Description of Assignment:  Web Consultant
Type of Contract:                 Individual Contract
Duty Station:                      Tokyo, Japan
Organizational Unit:          UNDP Representation Office in Tokyo
Language Required:           Fluency in spoken and written Japanese and basic knowledge
                                   in English
Duration of Contract:        16 weeks from 2 September to 20 December 2013
Focal Point:                      Public Affairs and Civil Society Liaison Officer,
                                   UNDP Representation Office in Tokyo

## II. Background

Acknowledging the critical role of internet-based communications, the United Nations Development Programme (UNDP) is implementing a comprehensive digital strategy that includes the implementation of a global Content Management System (CMS) on website and enhanced engagement through social media.

UNDP introduced a new website policy to enhance UNDP branding, accountability, transparency and website communication. UNDP Representation Office in Tokyo (UNDP Tokyo) will plan to renovate the existing website and launch a new website in accordance with the corporate guidelines. The Consultant will be tasked to do the migration project using UNDP global CMS.

## III. Key Results Expected/ Outputs

Under the overall supervision of UNDP Tokyo Public Affairs and Civil Society Liaison Officer and day-to-day supervision of UNDP Tokyo Public Affairs Assistant, the Consultant will be required to ensure the completion of following tasks within the timelines mentioned with each phase.

**Phase I:**
The Consultant will have to complete following tasks by 30 September 2013.

1. **Acquire knowledge and the handling skill of UNDP global CMS, Adobe CQ 5 and the related tools under the guidance by UNDP Tokyo staff and the provided manual.**

2. **Optimize major texts and digital assets.**

- Optimize major resources (articles, files, pictures and videos) of UNDP Tokyo's existing website for easy accessibility for users with lower bandwidth internet connectivity.
- Identify the keywords of articles and rename the files for search engine optimization.
- In case of video files, convert the files for uploading on brightcove.com and YouTube, and do optimization.

3. **In consultation with UNDP Tokyo staff and based on inputs provided by UNDP HQs, finalize and create the layout, structure and workflow of UNDP Tokyo new website using Adobe CQ5.**

4. **Create new pages, sections and upload the content and related digital resources.**

5. **Format the website content, correct website and social media links, and tag each page. The Consultant is expected to identify the keywords himself/herself for tagging (based on the contents of the website).**

6. **Do testing for each website page, digital asset, reference link.**

7. **Launch UNDP Tokyo's new website.**

On the completion of the phase I, the Consultant shall submit a detailed work status report.

**Phase II:**
The Consultant will have to complete following tasks by 20 December 2013.

1. **Complete the optimization of rest of texts and digital assets and do the same processes from No.3 to 6 in Phase I.**

2. **Complete UNDP Tokyo's website renovation.**

3. **Re-organize UNDP Tokyo's existing website to maintain as a reference and complete the related work.**

4. **Introduce analytical tool for UNDP Tokyo's new website and create the manual.**

5. **Provide basic training on website management using the CQ 5 to UNDP staff.**

6. **Whenever required, provide assistance to UNDP Tokyo PR unit to update new website pages, sections and the related work, and optimize resources including social media.**

On the completion of the phase II, the Consultant shall submit a detailed work status report.

## IV. Impact of Results

- Successful completion of UNDP Tokyo website renovation.
- Successful implementation of the digital strategy to set the foundation for improved efficiency of business operations, increase our ability to communicate the work of UNDP and enhance effectiveness of UNDP programmes.

## V. Competencies

- Proven experience in working on website content, CMS and social media.
- Good understanding of online communications needs and excellent attention to detail.
- Experience in working with UN/NGOs/Development organizations will be an added advantage.

## VI. Qualifications

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| Education: | Junior College/Technical College Graduate/Vocational Technical School Degree or equivalent in Information Technology (IT), Web Design, Communications or related field. |
| Experience: | A minimum of two years of combined of experience in the field of communications, IT or website management areas. Knowledge on Adobe CQ 5 is an advantage. |
| Language Requirements: | Fluency in spoken and written Japanese and basic knowledge in English. |