



# RECRUITMENT OF A WEB SPECIALIST CONSULTANT

**For the Enhancement and Optimization of the Caritas Africa Website**

## 1. Background

Caritas Africa is a regional network composed of 46 national Caritas organizations working across Africa in humanitarian response, development, social justice, and advocacy.

The current website, built on WordPress, requires targeted improvements to strengthen its structure, usability, visual presentation, and performance.

Rather than a full redevelopment, this assignment focuses on **enhancing and optimizing the existing website architecture**, improving user experience, and strengthening content visibility in line with institutional communication needs and good practices used within the global Caritas network.

The consultant will be based in **Togo** and will regularly work from the **Regional Executive Secretariat offices**, ensuring close collaboration with internal teams and access to relevant institutional information.

## 2. Objective of the Assignment

The consultant will be responsible for improving the existing Caritas Africa website to:

- Enhance navigation and overall user experience for key audiences (partners, donors, public, media).
- Improve the visual presentation and readability of existing content.
- Strengthen the structure and organization of website content without rebuilding the platform from scratch.
- Optimize website performance, loading speed, and basic SEO.
- Improve the presentation of news, publications, and institutional updates.
- Ensure full responsiveness across mobile, tablet, and desktop devices.
- Strengthen the overall usability and maintenance of the WordPress platform.
- Provide basic training to staff for content updates and site management.

## 3. Scope of the Assignment

The assignment will focus on **optimization and enhancement of the existing WordPress website**, and will include:

### 3.1 Website Review and Light Audit

- Review of the current WordPress website structure and content.



- Identification of usability and navigation challenges.
- Basic technical assessment (speed, SEO, responsiveness).
- Identification of quick-win improvements.

### **3.2 Information Structure Improvements**

- Propose a simplified and improved site structure (sitemap refinement).
- Improve menu organization for easier navigation.
- Group existing content more logically (news, publications, programmes).
- Enhance accessibility to key institutional information.

### **3.3 Visual and UX Improvements (Light Redesign)**

- Apply a modernized visual refresh using existing WordPress theme or minimal customization.
- Improve page layout consistency and readability.
- Enhance homepage structure for better storytelling and visibility of key content.
- Ensure alignment with Caritas institutional identity.

### **3.4 WordPress Optimization**

- Improve existing WordPress configuration.
- Optimize use of plugins (avoid unnecessary complexity).
- Ensure mobile responsiveness across all pages.
- Fix minor layout and display issues.

### **3.5 News and Events Improvement (Basic Setup)**

- Improve existing news section structure.
- Create a simple and functional “Events” section using standard WordPress tools or plugins.
- Enable basic categorization (news, events, updates).
- Ensure easy publishing and management by internal staff.

### **3.6 SEO and Performance Optimization**

- Implement basic on-page SEO improvements (titles, metadata, structure).
- Optimize images and page loading speed.
- Improve indexing and visibility on search engines.
- Fix basic broken links and technical inconsistencies.

### **3.7 Testing and Final Adjustments**

- Conduct functional testing of all key pages.
- Fix minor bugs and layout issues.
- Ensure smooth navigation across devices and browsers.

### **3.8 Basic Training and Handover**

- Provide a simple training session for staff on WordPress content updates.
- Deliver basic documentation for website management.
- Ensure internal team can independently publish news and updates.

## 4. Expected Deliverables

The consultant will provide:

- A brief website audit and improvement report.
- A revised sitemap (simplified structure proposal).
- Improved homepage and key page layout adjustments.
- A functionally optimized WordPress website (existing platform enhanced).
- Basic SEO and performance optimization report.
- Testing and correction report.
- Simple user guide for website management.
- One training session for internal staff.

## 5. Minimum Technical Requirements

The optimized website must:

- Remain fully based on WordPress.
- Be fully responsive (mobile, tablet, desktop).
- Load efficiently with improved performance.
- Follow basic SEO best practices.
- Use secure and stable plugins only.
- Be easy to maintain by internal staff.
- Avoid complex or custom-coded systems requiring long-term developer dependency.

## 6. Required Profile

The consultant must demonstrate:

- Proven experience in WordPress website optimization and maintenance.
- Strong skills in basic UX/UI improvement.
- Knowledge of SEO fundamentals and performance optimization.
- Experience working with NGO or institutional websites (an asset).
- Ability to work independently and deliver within a short timeframe.
- Practical approach focused on efficiency and simplicity.

## 7. Duration and Supervision

- The assignment will last a maximum of **two (02) months**.
- The consultant will be based in **Togo**, working regularly from the Regional Executive Secretariat offices.
- The consultant will work under the supervision of the Campaigns and Engagement Consultant of Caritas Africa.

- Reporting will be made jointly to the Campaigns and Engagement Consultant and the Programmes Manager.

## 8. Post-Delivery Support

The consultant shall provide:

- 30 days of light post-launch support.
- Minor corrections and bug fixes.
- Guidance for content updates if needed.

## 9. Submission Requirements

Interested consultants must submit:

- A technical proposal (methodology and understanding of assignment).
- A simple implementation timeline.
- A financial proposal.
- Updated CV.
- Portfolio of similar WordPress or NGO website projects.

## 10. Selection Criteria

Applications will be evaluated based on:

| Criterion                                      | Weight     |  |
|------------------------------------------------|------------|--|
| <b>Technical proposal (total)</b>              | <b>70%</b> |  |
| Practicality of proposed approach.             | 25%        |  |
| Relevant experience in WordPress optimization. | 20%        |  |
| Quality of previous work.                      | 15%        |  |
| NGO / multi-country experience                 | 10%        |  |

| Criterion          | Weight |                                                                           |
|--------------------|--------|---------------------------------------------------------------------------|
| Financial proposal | 30%    | Phase A fixed price + Phase B monthly recurring fees evaluated separately |
| Total              | 100%   |                                                                           |

## 11. Budget

The maximum budget for this assignment is **EUR 3,625 (all taxes included)**.

This budget covers:

- Website review and optimization
- UX/UI improvements (light redesign)
- WordPress adjustments and configuration
- SEO and performance improvements
- Testing and corrections
- Basic training and documentation
- Short post-launch support

Caritas Africa reserves the right to negotiate with shortlisted candidates.

## 12. Intellectual Property

- All deliverables remain the property of Caritas Africa.
- Full administrative access and files must be handed over at the end of the assignment.
- The website must remain fully manageable by internal staff without dependency on the consultant.