1.0 Background
The African Union Interafrican Bureau for Animal Resources (AU-IBAR) is a specialized technical Office of the Department of Agriculture, Rural Development, Blue Economy and Sustainable Environment (DARBE) of the African Union Commission (AUC). AU-IBAR's mandate is to support and coordinate the utilization of livestock, fisheries and wildlife as a resource for both human wellbeing and economic development in the Member States of the African Union (AU). The mission of AU-IBAR is to provide leadership in the development of animal resources in Africa through supporting and empowering AU Member States and Regional Economic Communities (RECs).

Funded by the Enhancing Sustainable Fisheries Management and Aquaculture Development in Africa: A Programme for Accelerated Reform of the Sector (FISHGOV2) project, AU-IBAR maintains its website to provide information about its vision, mission, objectives, activities, projects, opportunities, publications, events and news. The website also serves as a platform for knowledge sharing, collaboration and communication among various stakeholders involved in animal resources development in Africa, especially in fisheries and aquaculture.

AU-IBAR is planning to initiate the process of upgrading its current website with the aim of bolstering its security measures, augmenting website traffic and conversion rates, enhancing user experience, aligning with market requirements and stakeholder feedback, refining site structure, and conveying a positive message to stakeholders and partners through a redesigned interface that embodies AU-IBAR's brand identity and values. The website development company will deliver a functional prototype to AU-IBAR, which will subsequently need to be populated with content.

In order to facilitate the process of website development, it is necessary to enlist the services of an individual proficient in content migration. This individual will assist in the transfer of content from the previous website to the newly developed one.

2.0 Aim
To transfer the content from the previous AU-IBAR website to a new version of content management system (CMS).

Objectives
- Improve the functionality, performance, security, and design of the AU-IBAR website
- Consolidate and reorganise existing website content to newly designed website
- Standardize and enrich content being uploaded into new website, especially in fisheries and aquaculture
- Preserve and enhance AU-IBAR website Search Engine Optimisation rankings and backlinks
3.0 Tasks

• Improve the functionality, performance, security, and design of the AU-IBAR website by migrating content from the old AU-IBAR website to the new CMS version that offers more features, flexibility, and scalability.

• During content migration, consolidate and reorganise content to align with the mergers, acquisitions, rebranding, or restructuring of the new website.

• Standardise and enrich existing content by improving the quality, consistency, and intelligence of content by applying standards, rules, and metadata that make it easier to access, use, and reuse.

• Implementing redirects, updating the sitemap, and avoiding errors or issues that may affect AU-IBAR’s SEO rankings and backlinks.

• Assist in uploading new content to the new website by creating and publishing content for the website by using the content types and available modules defined.

4.0 Reporting

The consultant will report to the Senior Knowledge Management Officer

5.0 Roles and responsibilities

The consultant is responsible for carrying out the aforementioned tasks, with guidance from AU-IBAR’s Knowledge Management Officer and various Project Officers regarding the content to be uploaded to the new website. Systems support will be provided by the AU-IBAR Webmaster.

The consultant is required to participate in the initiation meeting and handover process of the upgraded website prototype in order to acquaint themselves with the new website.

6.0 Timeline and Budget

The duration of this contract is for six (06) months. The consultant will be paid a monthly amount of USD 900.

7.0 Deliverables and reporting

The consultant will be required to provide a monthly report outlining the various types of content that have been migrated to the new website.

8.0 Qualifications and experience

The consultant is expected to have some of the following qualifications:

- A degree or post graduate diploma in computer science, information systems, web development, or a related field.

- Relevant certifications or training in data migration, content management systems (CMS), or web technologies will be an added advantage.

- Experience in working with various types of content, such as text, images, videos, audio, files, metadata, code, etc.
**Additional Skills**

- Skills in web development, web design, web standards, web accessibility, web analytics, web security, etc.
- Skills in writing and communication, collaboration, documentation, problem-solving, project management, and time management.
- Fast learner and familiar with functionalities of Content Management Systems
- Experience working with international government organisation, and people from various cultures.
- Able to follow instructions and adhere to strict deadlines
- Working language in English, and familiarity of level B level French will be an advantage

**9.0 Selection Process**

The applications received will be evaluated according to the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualifications (degree/ post graduate diploma level)</td>
<td>20%</td>
</tr>
<tr>
<td>Certification in Content Management Systems; content migration or web technologies</td>
<td>25%</td>
</tr>
<tr>
<td>Web development/ standards/ security skills</td>
<td>20%</td>
</tr>
<tr>
<td>Experience working in international development setup and with people from diverse cultures</td>
<td>10%</td>
</tr>
<tr>
<td>Writing and communication skills</td>
<td>10%</td>
</tr>
<tr>
<td>Working language in English</td>
<td>10%</td>
</tr>
<tr>
<td>Familiar with French (level B)</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Submission of Applications**

Applications should be submitted through email to: procurement@au-ibar.org with a copy to alexander.eyong@au-ibar.org and should include the title “Content Migration & Maintenance of AU-IBAR Website” in the subject of the email.

Applications should include the following:

a) A Letter of Interest highlighting competence and suitability for the consultancy;
b) Detailed curriculum vitae;
c) Copies of academic and professional qualifications;
d) Completed declaration on exclusion criteria in the format attached; and,
e) Copies of identification documents.

A Personal Data Protection and Privacy Statement is attached as information for the applicants.

**Application Deadline**

Applications should be submitted to the address given above by **17:00hrs, 23rd August, 2023, Nairobi Local Time.**