

Terms of Reference (TORs) of Web Developer

**Sindh Social Protection Authority
Social Protection Department
Government of Sindh**

Web Developer

Background

Government of Sindh (GoS), through the Sindh Social Protection Authority (SPA), is implementing the “**Strengthening Social Protection Delivery (SSPD) System in Sindh**” project with the assistance of the World Bank to strengthen social protection service delivery system and enhance accessibility and utilization of mother and child health services in selected districts in Sindh.

The project will support three components, financed through an Investment Project Financing (IPF) instrument, with US\$200 million from the International Development Association (IDA) and US\$30 million from counterpart funding. The Project components are: (a) Strengthen Sindh Social Protection Service Delivery Systems to support the modernization of systems and processes to fully operationalize the newly established Sindh SP Authority and improve its institutional capacity by strengthening the administrative, operational, policy, and planning functions and capabilities, including the development of energy efficient/climate-smart information technology (IT) systems and capacity building through the provision of technical assistance; (b) Mother and Child Support Program (MCSP) focusing on birth and first 1,000 days where risks and needs are high but programmatic responses are weak; the main objective of this component is to create demand for Maternal and Newborn Child-Health (MNCH) services and promote behavioral change to increase uptake of the MNCH services focusing on the first 1,000 days of life through the provision of CCTs in selected districts; and (c) Contingent Emergency Response with zero allocation, providing the Borrower to gain quick access to Bank financing to respond to a crisis or emergency. As part of a comprehensive disaster risk management strategy, the Contingent Emergence Response Component typically provides support for immediate rehabilitation and reconstruction needs.

Objectives of the Assignment

The Web Developer will be responsible for the design, development, and maintenance of the Sindh Social Protection Authority's official website. The website will serve as a platform to disseminate information about SSPA's programs, initiatives, news, and updates to stakeholders and the general public.

Scope of Work

Website Development: Develop a user-friendly, responsive, and visually appealing website for SSPA in line with organizational branding guidelines.

Collaborate with stakeholders to understand requirements and translate them into website features and functionalities.

Utilize appropriate web development frameworks and technologies to ensure the website's functionality and performance.

Integrating data from various back-end services and databases

Writing well designed, testable, efficient code by using best software development practices

Create and maintain software documentation

Be responsible for maintaining, expanding, and scaling our site

Understands UI, cross-browser compatibility, and general web functions and standards

Content Management: Create and manage website content, including text, images, videos, and other multimedia elements.

Ensure that website content is accurate, up-to-date, and relevant to SSPA's objectives and target audience.

Implement content management systems (CMS) to facilitate easy content updates by authorized personnel.

Website Maintenance: Regularly update and maintain website software, plugins, and security features to ensure optimal performance and security.

Monitor website traffic, performance metrics, and user feedback to identify areas for improvement and implement necessary updates.

Conduct regular backups of website data to prevent loss of information.

Search Engine Optimization (SEO): Implement SEO best practices to improve the website's visibility and ranking on search engine results pages.

Optimize website content, meta tags, and URLs for relevant keywords and phrases to enhance organic search traffic.

Technical Support: Provide technical support to website users and stakeholders, addressing inquiries, troubleshooting issues, and resolving technical problems.

Conduct user testing and gather feedback to identify usability issues and implement improvements.

Qualifications:

- A Bachelor's degree in Computer Science or in related field with experience in website design, development.
- Proficiency in Programming Languages: Strong proficiency in HTML, CSS, PHP, JavaScript, and other relevant programming languages and frameworks such as React.js, AngularJS, or Vue.js, ASP.NET, Bootstrap.

Experience:

- At least three years of proven experience in web development, web management with Content Management Systems (CMS): Familiarity with popular CMS platforms like WordPress, Joomla, or Drupal, Elementor, WPbaker tools for designing including customization and plugin development.

Skills:

- Web Design Skills: Understanding of web design principles, including responsive design and user experience (UX) design.
- Problem-Solving Skills: Ability to troubleshoot and debug web applications, resolve technical issues, and implement effective solutions.
- Familiarity with search engine optimization (SEO) principles and techniques.
- Excellent communication skills and the ability to collaborate effectively with cross-functional teams.

- Attention to detail, problem-solving abilities, and a commitment to delivering high-quality work.
- Communication Skills: Strong communication skills to effectively collaborate with team members, understand project requirements, and provide updates on progress.
- Continuous Learning: Willingness to stay updated with the latest trends, technologies, and best practices in web development through self-learning, online courses, or attending workshops and conferences.

Duration

The Web Developer shall be engaged for a period of one year contract initially and will be renewable on a need and satisfactory performances basis.

Selection Process

The selection will be made in accordance with the “World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” (November 2020)