

BACKGROUND

The Federation of Kenya Employers [FKE] is the voice of Employers and the leading employers' membership body in Kenya. It was established in 1959 under the Trade Unions Act Cap 233 Laws of Kenya (now repealed) to represent the collective interest of employers in Kenya.

FKE is charged with lobbying and advocacy on behalf of employers at the tripartite level involving the Government, Employers and Workers. FKE has an excellent working relationship with leading organs in the labour and social sector and is represented on the board of the International Organization of Employers (IOE), International Labour Organization (ILO), Business Africa - Employers Confederation whose headquarters are in Nairobi and the East Africa Employers Organization (EAEO)

Our goal is to be the leading employers' organization globally, supporting enterprises for sustainable socio-economic development and to promote an enabling socio-economic environment to enhance industry competitiveness.

The Federation has received support from Norwegian Employers Confederation (NHO) wishes to undertake the following:-

1. Review and Revamp the organizational website

THE OBJECTIVE OF THE WEBSITE

- Clearly communicate the Federation of Kenya Employers initiatives, programs and achievements
- Share information with member organizations
- Allow staff, members and potential members to access FKE information and its services

PURPOSE OF ASSIGNMENT

Revamp the existing Federation of Kenya Employers Corporate website to be a source of information, catchy in outlook, user friendly in line with organizational branding guidelines and international best practices

REQUIREMENTS

The following is a list of expectations from the service provider. The successful bidder will be engaged for a period of 6 months.

1. **Design & Layout:** Change in design/layout which may include addition of new graphics, visuals, re-designing and/or enhancing existing such as adding flash movies or sounds and will be different from content updates.
2. **Content update:** This will include updating of all content on a regular basis, News press releases and events. FKE will provide the bulk of text and images for the duration of the contract period
3. **Program:** - Use the most recent interactive website development programs. The vendor will advise between Joomla and Word Press and develop the platform accordingly
4. **Social Media Hub:** incorporate the social media hub which provides the Federation of Kenya Employers with a unique way to display social media content across the digital platforms. The social media hub should aggregate posts from social media networks like Twitter, Instagram and Facebook and present them in one unified location.
5. **Traffic Report Analysis:** The number of hits the websites receive will be provided to FKE for evaluation on a weekly basis.
6. **Image Optimization:** Image optimization of the website to ensure faster loading on browsers.
7. **Web Server Maintenance:** Monitor server maintenance to ensure fast efficient access as well as enable the website manager add or delete texts or graphics.
8. **Content Archival:** Place a mechanism to archive older content and make sure that it is available on request.
9. **Link Validation:** Microscopic scanning of all the pages of the Federation of Kenya Employers website to ensure that there are no non-working or dead links.
10. **Link Popularity:** Link popularity to measure the number of incoming and outgoing links on the website. This should be provided to the Federation of Kenya Employers for analysis to improve the website's popularity.
11. **Online Converters:** For ease of accessing approved information from the site, this facility should be included so that it eases the convenience of downloading information.
12. **Minimal Research:** Ability to carry out minimal research and gather information that would be relevant to the website.
13. **Research Optimization:** Ability for visitors to quickly navigate and find what they are looking for.
14. **Polls & Surveys:** The website needs to be interactive. Visitors to the site should be able to take polls and report on topical issues.
15. **Monthly reports:** Overall website performance, improvements and or proposed changes to be made, etc.
16. **Font Magnifier:** Include the Font magnifier for better visibility
17. **RSS feeds, twitter & facebook linkages:** Provide for and maintain these links to the website.
18. Ability for linkages to other approved websites for partners and key members
19. **Compatibility:-** Phones, Tablets version

WEB PAGES LAYOUT

The web pages should adhere to the Federation of Kenya Employers corporate colours.

The webpages should be;

- *Modern*
- *Dynamic*
- *Crisp and Clear*
- *Open space photography*

Landing Page

- *About the Federation of Kenya Employers*
- *Logo*
- *Transition Images*
- *Latest News*
- *Events*

NAVIGATION TABS

Federation of Kenya Employers

- *Our Mandate*
- *Service Charter*
- *Strategic Plan*
- *Membership*
- *Secretariat*
- *Programs*
- *Strategic Partners*

Media Centre

- *Multimedia*
- *Publications*
- *Latest News & Events*
- *Upcoming Events*

Be part of the Great team

- *How to be part of the team*
- *Careers*
- *Online job Application and Employment opportunities*
- *Internship*

Publications

- *Newsletters*
- *Annual Reports*
- *Surveys*
- *FAQs*

Talk to us

- *Contacts*
- *Feedback*
- *Proposals*

Social Media tabs (Embedded on the sides)

- Facebook
- Twitter
- Instagram

Deliverables

1. Flat Files of 3 design impressions of the Website
2. Final Website with the Key components mentioned
3. Allowance to upgrade programs when needed

The Federation of Kenya therefore invites suitable firms to provide the services of website development. The firm should have the following qualifications and competencies: -

- I. Proven and extensive experience in website development for private sector organization,
- II. Experience in working with member organizations, associations, or consortiums
- III. Excellent technical capacities to ensure module development, design and content upload.

Submission of Applications

- I. Interested firms should submit their proposals that include:
- II. A Technical Proposal stating why you consider your firm suitable for the assignment;
- III. Brief methodology on the approach and implementation of the assignment;
- IV. 3 Personal CVs of the technical personnel proposed for this project highlighting qualifications and experience in similar projects;
- V. 4 Work references – contact details (email addresses) of referees (firms for whom you have produced similar assignments) ;
- VI. 4 Letters of Commendation from reputable institutions for similar assignments undertaken and concluded (with them);
- VII. Financial Proposal indicating cost and a breakdown of expenses (Unit price in Kenya shillings together with any other expenses) related to the assignment;
- VIII. Kenya Revenue Authority Tax Compliance Certificate;
- IX. Registration certificate/certificate of incorporation
- X. CR 12