



UNAIDS Brazil

Terms of Reference

Project: Creation and maintenance of the website for the Women's National Movement of Positive Citizens (MNCP)

Background: The Joint United Nations Program on HIV/AIDS (UNAIDS) in Brazil requires the services of a competent professional/company to create, maintain and update the official website of the Women's National Movement of Positive Citizens (MNCP), in Brazil, in order to support the initiatives and actions held by the organization. The website must be up-to-date and functional, and the professional/company must also provide training sessions to a selected group of MNCP members on how to update the website with blog posts, pictures and other relevant dynamic information.

For the first time in history, according to a recent research, two thirds of Brazilians (69,8%) are connected to the internet. From 2016 until 2017, the number of internet users in the country had an increase of 10,2 million. This movement is also happening worldwide, with an increase of 266 million users last year alone—more than one million new users per business day. These numbers are evidence that being connected and sharing information online is also extremely important for institutions such as MNCP.

The MNCP was created in 2004 and its mission is to promote actions for women living with HIV and AIDS, focusing on access to information and the guarantee of human rights. The website will be a tool that will support the Movement in achieving their goals, and a space to share materials such as reports, news stories and other related content with both its national network of members and the general public. The website will also serve as key platform for future members willing to join the movement, for those in search of official information, and for those in need of interaction with MNCP to talk about important issues concerning life with HIV and AIDS.

Therefore, the professional/company will also be responsible for training the members of the National Movement. This will give them the tools to update their own website with relevant content and being independent after the end of this contract. The professional/company will work remotely but must be in touch with UCO/BRA during the period to make sure that the work will comply with the products requested in this Term of Reference.

Objective: To create and maintain the website for the Women's National Movement of Positive Citizens (MNCP).

Products:

The work of the selected professional/company will be done remotely. The selected professional/company, will have to:

UNAIDS BRASIL
PROGRAMA CONJUNTO
DAS NAÇÕES UNIDAS
SOBRE O HIV/AIDS

ACNUR
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SEN QUADRA 802
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- Select a website layout from Wordpress;
- Purchase the domain for 3 to 5 years, including three (3) possible web domains linked to the MNCP identity;
- Create and publish the main website structure, including static pages, key documents and forms;
- Install “donate” button and the necessary plug-ins for that purpose
- Help produce and insert initial content before launch, including initial blog posts (dynamic content);
- Conduct at least 3 (three) training sessions to MNCP members on how to use the CMS / Publisher for the publication of blog posts, documents, photos, and videos;
- Provide remote weekly support to the group until the end of the contract.

Time Frame: 23 September until 31 December 2019

Profile of the service provider:

The selected professional/company must have:

- Experience with HIV-related themes is required;
- Proven experience in website creation and content management is required;
- Previous experience with WordPress is required;
- Proficiency in Portuguese is required and fluency in English is an advantage
- Experience working with social movement and HIV networks is desirable;
- Knowledge of Adobe Photoshop, Illustrator and Premiere is desirable;

Payment: The payment will be processed on a monthly basis upon delivery of a Technical Report and Financial Statement for each month, as well as approval by the UNAIDS Director a.i.