

FAIR TRADING COMMISSION

REDESIGN AND MAINTENANCE OF WEBSITE

TERMS OF REFERENCE

BACKGROUND

The Fair Trading Commission (FTC), an agency of the Ministry of Industry Investment & Commerce, has received assistance from the World Bank Group (WBG) for the purpose of enhancing the Competition Policy framework and level of competition in the Jamaican economy. The purpose is to (a) ensure that a pro-competition approach is taken in the regulatory reforms; (b) increase the FTC's capacity for implementing successful competition advocacy in collaboration with the WBG Competition Policy Team; (c) support the FTC to implement its mandate in enforcing the Fair Competition Act (FCA); and (d) advocate for a regulatory framework that promotes well-functioning markets in the economy.

In addition to the enforcement of the Fair Competition Act (FCA), a critical component of the work of the FTC is public education, which involves the dissemination of information through several media including its website. The current website is limited in functionalities such as facilitating audio/visual content, online surveys and newsletter subscription. These functions are considered necessary in advancing FTC communication activities.

The Project will allow for: (a) the re-design of the website; (b) the maintenance of the website; and (c) training of Staff to manage website content.

OBJECTIVES

The Website Developer will be required to redesign the FTC website allowing for audio video capabilities, online surveys, improvement in complaint submission functions, the training of Staff to ensure a website with increased and improved functionalities, improvement in user-friendliness and attractiveness.

CHARACTERISTICS OF THE WORK

Type of Consultancy — Individual or Firm

Duration — October 2014 to January 2015

Place of Work — Tasks will be undertaken in Kingston, Jamaica at the office of the Fair Trading Commission, 52 – 60 Grenada Crescent, Kingston 5.

Qualifications & Experience —

- Contractor must be a legal entity registered in Jamaica
- Contractor must be a reputable company with prior rich experience in the area of website development, design and maintenance

- Able to provide user training
- Solid knowledge of website security and website hosting service

ACTIVITIES

The Scope of Work includes:

Duties and responsibilities

- Assess the current website structure and content for ease of accessibility, quality of contents, user-friendliness, ease of maintenance/update and information retrieval.
- Access UN HQ & Country Office's websites for reference, applying the advantages of layout design, navigation, usability & etc. to the redesign & implementation.
- Make proposal for design of the website based ease of use, attractiveness and layout for Management's review and approval.
- Design the website structure, taking into account the requirements such as audio/video content, attractive site & page layout, ease of use, updating and maintenance, flexible navigation & search functionality; counting function for web pages visited, facilitating online surveys, etc.
- Make recommendations for backup/restore plan.
- Train FTC Staff on website maintenance and content update.
- Design and establish anti-hacker and antivirus plan for the website.
- Make recommendations for software, hardware, and other back-end applications related to Web development.

Responsibilities of the FTC

- Review project scope and objectives and advise on changes as required.
- Facilitate the Consultant with access to technical and business process information and FTC personnel as required for the project.
- Participate in project status meetings.
- Coordinate and manage the activities of the Consultant.
- Ensure that deliverables are reviewed by the appropriate personnel within the agreed timeframes.
- Obtain and provide information, data, and decisions within an agreed time frame in order to ensure continuity of the work in accordance with the stated objectives.
- Assist with resolving project issues as is necessary.
- Handle the procurement of the equipment that is needed.

TIMELINE & PAYMENT SCHEDULE

As activities are ongoing and overlapping, all deliverables must be executed within the contract period. Payments will be made in two parts: 30% at the end of the first month, and 70% upon completion of the work, as approved by the Executive Director and Project Manager.

SUPERVISION AND COORDINATION

Day to day monitoring will be done by the Project Manager and the Executive Director. Assessment of the outcomes and transfer of technical knowledge will be supervised by the Executive Director and General Manager.

August 26, 2014