Expression of Interest (EoI) Design, Development and Maintenance of Existing Website for Ramogi Institute of Advanced Technology

Request for expression of interest for designing, development, maintenance and hosting of website for Ramogi Institute of Advanced Technology

1. Background:-

Ramogi Institute of Advanced Technology seeks a redesign of the existing website, www.ramogiinstitute.ac.ke. The existing site was built in 2009; and while it has served the institute well, technology and expectations have changed thus the need to build a better site to serve the huge college fraternity. The college is looking for a distinctive modern site to reflect the diversity, character and uniqueness of RIAT Institute. It needs to be responsive for mobile devices, intuitive to easily find information and accessible (PLWD access) to the entire community and visitors.

2. Objective:-

The main objective is to develop a user friendly, well designed, clearly structured, professional and browser independent website that effectively disseminates information on the core mandates and operations of Ramogi Institute of Advanced Technology, with ease to use Content Management System (CMS). The CMS platform will need a clear, intuitive and easily searchable design so that students, businesses and visitors are able to maximize their enjoyment of living, working or even visiting the institution for the first time.

3. Overview of the scope:-

- Design and develop a website interface; the design should be appealing, easy to navigate, professional, and unified to the institute's theme and feel.

- The institute's website will function as a gateway and "one stop shop" to provide access to all that Ramogi institute has to offer. Therefore, the site should provide links to external databases, GIS mapping information, online utility payments, and citizen reporting tools, activity registrations, engagement tools and social networking.

- The site must be easy to maintain and easy to update with new content. Blogs and social media should engage the public to return and seek out latest events in the Institute.

- The site will require timely updates, the process to update must be simple and efficient using several sections or template types and corresponding cascading style sheets so that the current and future staff will be able to easily update the content, news, calendar, building data and generally maintain the site

- The site should be simple yet visually appealing with type that is easy to read, uncluttered pages and dynamic use of imagery, video and other devices.
- Convert existing Instutite's content into new website

4. Competencies :

a. Past experience in creating and maintaining very professionally and exceptionally creative websites.

b. Excellent I.T. skills and project management skills

c. Strong editorial team with communications skills to write clearly and compellingly.

d. Ability to juggle priorities and deadlines and perform well under pressure;

e. Ability to respond quickly to the maintenance requirement in the post commissioning phase.

f. Awareness on the latest smart technologies for website development.

g. Ability to regularly maintain, update the developed website.

5. Essential knowledge and experience:

a. Good information technology skills, with previous experience of website maintenance, management, editing, and/or development.

b. Expertise with HTML and content-management systems and latest trends and technology in website content and social media.

c. Strong analytical and research skills, including the ability to analyze audiences, attitudes, communications products and messages and to translate them into the design and implementation of effective websites.

d. Knowledge of the mandate and work of a government department website would be desirable.

6. Final Deliverables

a. Development and implementation of the online web strategy with major upgrades in the design and content of the current website.

b. New website hosted and maintained on the new server.

c. Editing and proof reading of the website content.

d. Development of new content for the website.

e. Frequent updates on the website.

f. Prompt and Proper Maintenance of website.

4. Bidder should provide the following information:-

- Evidence of having developed existing professional website for an organization (preferably a Technical Training Institute)

- Registration and incorporation documents

- Necessary expertise (copies of technical and professional certificates)

- Tax compliance certificates

A complete expression of interest document in plain sealed envelope marked "Designing & Developing of the Institute Website should reach the undersigned by 3rd September, 2020:

The Principal/ Secretary B.O.G.
Ramogi Institute of Advanced Technology
P.O. Box 1738-40100
KISUMU