

Terms of Reference: Website Hosting, Analytics & Branding

Background to the Centre

The Centre for Disaster Protection works to prevent disasters devastating lives, by helping people, countries, and organisations change how they plan and pay for disasters. We focus on disaster risk financing to help ensure that money and plans are in place before a disaster strikes, so that the poorest and most vulnerable people are better protected. We are committed to work in partnerships across sectors and geographies to drive more impactful and more equitable disaster risk finance that leaves no one behind. Specifically, through a focus on:

- **Delivering excellent client outcomes and promoting lasting disaster risk finance expertise.** We provide clients with impartial and evidence-based advice, quality assurance and training that meets their needs and drives more effective disaster risk finance.
- **Quality evidence and learning.** We work to strengthen the evidence base for prearranged financing and document and share what shows the greatest potential to achieve system change.
- **Impactful communications and global policy engagement.** We seek to engage and influence through evidence-led policy and inclusive policy dialogue that bridges both 'local to global' and the humanitarian development climate nexus, targeting the bottlenecks key to effect transformative change of the international crisis financing architecture.

Additionally, we are focused on building effective systems and processes for people and operations that support the Centre to rapidly, yet strategically, scale and grow in a way that supports our people to do their best work through safe challenge, promoting and integrating diversity, equity and inclusion.

The Centre is funded with UK aid through the UK government. Read more about us in our [updated strategy \(2022-2025\)](#) and find out more at www.disasterprotection.org.

Website Hosting, Analytics & Branding: Overview

This is a Terms of Reference (ToR) seeking a supplier to support the Centre in hosting our website, providing data insights use, and supporting the development of Centre branding.

The contract is expected to commence in August 2025 and run for 2 years, subject to suitable performance indicators being met. The scope of work has been outlined below, and specific tasks will be finalised between the supplier and Centre Head Of Communications.

Scope of Work

The selected supplier will provide comprehensive digital support services to the Centre over a 2-year period, working in close collaboration with the Centre's Communications Team. The supplier will be engaged on flexible basis for a defined number of days, with tasks allocated by the Head Of Communications in line with evolving needs and priorities.

The supplier will be responsible for the following key areas:

1. Website Hosting, Maintenance and Development:

- Host and maintain the Centre's website, ensuring high availability, security and performance.
- Provide ongoing technical support and site-building services, including routine updates, troubleshooting, and enhancements.
- Deliver ad-hoc content development and technical projects, based on detailed briefs and costed proposals.

2. Strategic and Technical Advisory

- Offer expert advice on digital strategy, user experience, and content optimisation.
- Ensure the website remains fully compliant with GDPR and other relevant data protection regulations, including implementation of appropriate policies and technical safeguards.

3. Data and Analytics

- Provide regular insights into website usage, including metrics such as publication downloads, user engagement, and traffic trends.
- Present data in a clear, actionable format to inform communications planning, decision-making, and KPI reporting.

4. Branding and Design Support

- Support the development and consistent application of the Centre's visual identity across digital and print materials.
- Create and adapt branded templates for reports, presentations, and other communications outputs.

5. Ad-Hoc Project Support

- Undertake additional communications and digital projects as required, defined on a task-by-task basis, in agreement with the Head Of Communications.
- Submit costed proposals for each project, aligned with the Centre's objectives and timelines.

The supplier will be contracted with days allocated as per the demand over the 2-year period. Additional hosting, development, or support services may be commissioned through contract amendments, subject to the Centre's evolving needs. The supplier will report to the Project Lead or, if a Project Lead is not yet identified for a piece of work, the Head Of Communications.

Experience and Evaluation Criteria

Suppliers are expected to demonstrate relevant experience and capabilities aligned with the scope of work. Proposals will be evaluated based on the strength of experience in the following areas, with a total score out of 100 points:

Experience & Expertise		Evaluation Weighting (/100)
Technical expertise	<ul style="list-style-type: none"> Proven experience in website hosting and maintenance, including uptime monitoring, security updates, and performance optimisation. Demonstrated ability to provide technical support and troubleshooting. Experience in site building and customisation. 	20 pts.
Data and analytics	<ul style="list-style-type: none"> Proficiency in web analytics tools (e.g. Google Analytics, Matomo) to generate actionable insights on user behaviour and content performance. Ability to produce regular data reports (e.g. publication downloads, traffic trends) and interpret them for non-technical stakeholders. 	20 pts.
Compliance & Policy	<ul style="list-style-type: none"> In-depth knowledge of GDPR compliance and experience implementing privacy policies, cookie consent mechanisms and data protection measures on websites. 	10 pts.
Branding & Design	<ul style="list-style-type: none"> Experience in developing and applying visual branding, including logos, templates and style guides. Ability to create and adapt communication templates (e.g. reports, presentations, social media assets) in line with organisational branding. 	20 pts.
Strategic & Advisory Support	<ul style="list-style-type: none"> Experience providing strategic digital communications advice, including content strategic, user experience (UX) and accessibility best practices. Ability to work collaboratively with internal teams and respond flexibly to ad-hoc project requests. 	10 pts.

Project Management & Communication	<ul style="list-style-type: none"> Demonstrated ability to manage multiple concurrent tasks and deliver within agreed timelines and budgets. Strong communication skills and experience working with non-technical stakeholders to translate needs into technical solutions. 	10 pts.
Contractual and Flexible Support	<ul style="list-style-type: none"> Experience working under framework or retainer contracts, with the ability to allocate support flexibly over a defined period. Capacity to provide costed proposals for additional work outside the core scope. 	10 pts.

Shortlisted suppliers may be invited to present relevant work samples or participate in an interview to further assess suitability.

Application Process

Interested suppliers are invited to submit a written proposal outlining their suitability for delivering the services described in this Terms of Reference. Proposals should include:

- A brief overview of the supplier and team, including a CV for each person on the team detailing their experience and qualifications.
- A description of how the supplier meets each of the experience and evaluation criteria listed above (max. 2 pages).
- Examples of previous work relevant to the scope of services (e.g. website projects, branding materials, analytics reports).
- A proposed daily rate and any applicable VAT or additional costs.
- Confirmation of availability over the proposed contract period.
- Contact details for two recent clients who can provide references.

Proposals should be submitted by email to **jobs_centre@disasterprotection.org** with the subject line: **Proposal Submission: Communications – Digital Support Services**.

The deadline for submission is 11:59pm UK time, 17/06/2025. Late submissions may not be considered.

Shortlisted suppliers may be contacted for an interview or to provide additional information.

Fee Rates and Payments

Payment

Correctly submitted invoices will be paid within 30 days of receipt of invoice and/or approval of relevant work (whichever is the later).

Negotiation and finalisation of commercial terms

DAI on behalf of the Centre reserves the right to negotiate on any aspects of the proposed costs and payment and is not bound to accept any offer.

DAI Eligibility Criteria

All individual(s) shortlisted will undergo an initial eligibility criteria assessment. This includes vetting of the organisations in line with terrorism checks, company history of improper conduct, any legal acts against the organisation(s) and initial vetting of proposed personnel. Where disqualification factors are discovered, the application may be rejected without notification.

Successful individual(s) will be subject to detailed vetting analysis and relevant reference checks, and, in the case of organisations, also a due diligence assessment through DAI's Management Capacity Assessment Tool (MCAT). This will include an assessment of:

- Organisational details
- Safeguarding policies, procedures and systems
- Financial management policies, procedures, practises and systems
- Duty of care
- Modern Slavery policies and procedures.

Final award of contract will not be confirmed until these checks are complete.

Intellectual property

Intellectual Property Any Foreground Intellectual Property Rights (IPR) arising out of the performance of project will belong to the Managing Agent of the Centre for the purposes of awarding to the Centre perpetual, irrevocable licence to use, sub-licence or commercially exploit such IPRs in the delivery of its mission and likewise to the Centre's funder, the UK FCDO. The Managing Agent, on behalf of the Centre, will provide the Service Provider right to use such IPRs and other Centre IPRs to the extent needed to perform their obligations under this project. IPRs relating to any background intellectual property drawn upon by the Service Provider in delivery of the assignment shall remain with the Service Provider, who will provide the Centre (through its Managing Agent) and FCDO rights to use such intellectual property to the extent it is integrally required to enjoy their rights to use the results of the Project and the foreground IPRs.