



## TERMS OF REFERENCE – WEBSITE MANAGEMENT CONSULTANT

Reporting to: Executive Director

### Introduction

Consultants are expected to work cooperatively with others, demonstrate flexibility in organizing work, have good communication skills and demonstrate thoughtfulness in decision making. The consultant must be non-judgmental and receptive, live up to the values of integrity, respect and professionalism while reflecting genuine concern toward both the biosphere and the communities where Ya'axché is active.

The building of Ya'axché's technical capacities to improve the content management of its websites is supported by Fauna & Flora's The Resilience Fund granted in 2023. Ya'axché's is increasing its efforts to maximize the use of its websites to increase the visibility of the NGO's efforts in the Maya Golden Landscape on these online platforms. Ya'axché's also aims to increase its marketing actions through the website of the business arm, Ya'axché Institute for Conservation Education (YICE).

Technical assistance is sought through a consultancy to create and execute a capacity building plan for key staff, that will also include a plan to re-design the websites with guided actions for website maintenance, content creation and management.

#### Purpose:

The consultancy proposes to re-design and construct its Ya'axché and YICE websites and provide the necessary maintenance and hosting services.

#### *Objectives of the Consultancy:*

- Revise and update the content and structural re-design of Ya'axché's websites to improve the visibility and online security of the NGO and the business arm's (YICE) platforms.

#### Primary relationships

- Executive Director
- Operations Director
- COL/PAM/SCI/ YICE teams
- Communications team
- Project Management staff

#### Key areas of responsibility

- Website content revision
- Website management assistance
- Training of key staff
- Microsoft 365 troubleshooting

#### Accountabilities:

In liaison with the Project Manager, the Website Management will:

1. Provide consultancy services to revise the content and structural re-design of Ya'axché's two websites ([www.yaaxche.org](http://www.yaaxche.org) and [www.ecotourismbelize.com](http://www.ecotourismbelize.com)).
2. Produce website manuals for internal use to guide website content and management.
3. Provide website hosting and maintenance plan for Ya'axché's websites.

4. Create and deliver a capacity building plan for key staff in website maintenance and content management.
5. Assist with the trouble-shooting domain issues related to Ya'axché's Office 365 subscription.
6. Assist with the online launching of Ya'axché's websites.

#### Outcomes to be achieved by the position:

Goals/Outcomes	Indicators
<b>1. <i>Website Development</i></b> Ya'axché's websites are re-designed and content management is improved.	<ul style="list-style-type: none"> <li>▪ Two (2) websites are re-designed and launched online.</li> <li>▪ Manuals are produced to improve website content management.</li> </ul>
<b>2. <i>Capacity building in website management</i></b> Key staff increase knowledge in basic website maintenance skills and content management.	<ul style="list-style-type: none"> <li>▪ Capacity building plan is developed.</li> <li>▪ Staff are trained in website maintenance and content management.</li> </ul>
<b>3. <i>Microsoft 365 Subscription Domain Compatibility</i></b> Website domain use and hosting is operational with Ya'axché's Microsoft 365 subscription.	<ul style="list-style-type: none"> <li>▪ Ya'axché's organizational email suite (Microsoft 365) is functional.</li> <li>▪ Compatibility is verified through trouble shooting of existing issues via hosting.</li> </ul>

#### Qualifications and Experience

The Website Management Consultant qualifications, include:

- Proven website construction and content management skills (5 years' experience in website development and management)
- Degree in Information Technology, Programming or related field in database development and management
- Experience in graphic design, IT management and website hosting for NGOS is an asset
- Excellent communication skills, verbally and in writing
- Demonstrated experience and ability to lead
- Good knowledge of WordPress for website construction and management is an asset
- Excellent organizational ability to get work done through formal and informal channels and use resources efficiently and effectively
- Excellent interpersonal skills to build collaborative relationships and network effectively
- Strong communication skills to clearly communicate key messages and have candid conversations
- Ability to demonstrate disciplined implementation to execute plans

#### Characteristics of the Contractual Activity

- Category & Modality: Temporal Term Contract (TTC), by deliverables determined in three (3) stages.
- Contract Duration: 2 months.
- Place(s) of work: 1. Main Office #3 Ogaldez Street, Punta Gorda, Toledo District, Belize; 2. Golden Stream Field Station, Golden Stream Community, Toledo District, Belize; 3. Maya Golden Landscape in southern Belize.

### Payment and Conditions of Contracting

- Payments will be made by deliverables as determined by the contract upon submission to Ya'axché Conservation Trust of an invoice and accompanying activity report with relevant supporting documentation.

### Diversity

- Ya'axché Conservation Trust is committed to diversity and inclusion and to providing equal opportunities in employment. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.