

Terms of Reference (ToR)

ToR No.:	HIV/TB/008/2026
Requested Service:	Consultant or Service Provider for Web Development and Organizational Portfolio Development
Type of Consultancy:	Service Contract

Introduction and Background

The Community Development Fund (CDF), as Principal Recipient of the Global Fund (GF) HIV and TB grant in Kosovo, is legally and financially accountable for delivering the grant's program results and managing the grant funds, including the management and oversight of Sub-recipients, and safeguarding the GF investments. This responsibility is particularly critical for the sustainability of interventions targeting key and vulnerable populations, whose continued access to prevention, treatment, and care services must remain uninterrupted throughout and beyond the Global Fund financing.

As Kosovo progresses toward full transition from the Global Fund support after 2027, strengthening the institutional resilience of Sub-Recipients (SRs) has become a strategic necessity. While SRs possess strong technical and programmatic expertise in delivering HIV and TB services, they require structured support in institutional positioning especially in areas such as digital presence, professional documentation, and donor-facing visibility. In an increasingly competitive funding environment, strong service delivery alone is no longer sufficient; organizations must also demonstrate credibility, transparency, and professional presentation. Today's financing landscape demands clear institutional identity and structured communication in order to access government social contracting mechanisms, European Union and bilateral funding instruments, international foundations, corporate social responsibility partnerships, and diaspora or philanthropic funding opportunities. Institutional visibility and professional presentation are now core elements of organizational sustainability.

In alignment with the Transition and Sustainability Plan and the recommendations of the Technical Review Panel (TRP), CDF seeks to engage a qualified Consultant or Service Provider (Company) to support selected HIV and TB Sub-Recipients in strengthening their institutional presentation. This support will include the development of professional organizational websites, the preparation of comprehensive and donor-ready organizational portfolios, and the enhancement of communication clarity, branding, and transparency presentation. The assignment represents a deliberate and structured investment in long-term sustainability, institutional credibility, and readiness for diversified resource mobilization.

Objectives of the Consultancy

The overall objective of this consultancy is to strengthen the institutional credibility, digital visibility, and fundraising readiness of selected HIV and TB Sub-Recipients. In the context of transition and increasing competition for diversified funding sources, Sub-Recipients must be equipped not only to deliver quality services, but also to present their institutional identity, impact, and governance standards in a clear and professional manner.

Specifically, the consultancy aims to support the development of professional, functional, and sustainable organizational websites that accurately reflect each organization's mission, programs, and real-time results. It will also focus on producing structured and high-quality organizational portfolios tailored to the expectations of government institutions and international donors. In addition, the assignment seeks to

enhance institutional messaging, strengthen governance presentation, and improve the communication of programmatic impact. Through these interventions, Sub-Recipients will be better positioned to compete effectively for domestic and international funding opportunities and to secure diversified sources of financial support.

Scope of Work

The Consultant or Service Provider will implement the assignment through a structured, phased approach to ensure that each Sub-Recipient (SR) receives tailored web and organizational portfolio aligned with sustainability objectives and donor expectations.

Phase I: Institutional Review and Strategic Content Structuring

The first phase will focus on understanding each organization's institutional identity, operational strengths, documentation practices, and current visibility level. This is not a superficial review; it is a strategic diagnostic exercise intended to ensure that all subsequent outputs accurately reflect each SR's value, impact, and governance standards.

The selected Consultant/Service Provider will conduct a rapid but structured institutional assessment for each selected SR. This will include reviewing existing materials such as strategic roadmaps, annual and donor reports, programmatic achieved results, financial summaries, governance documents, communication materials, and any existing digital presence. Where documentation is incomplete or inconsistent, the Consultant will identify gaps and provide recommendations for strengthening clarity and coherence.

Particular attention will be given to assessing how each SR presents its impact in HIV and TB programming, its work with key populations, its governance and accountability structures, and its sustainability planning. The Consultant will evaluate the quality of institutional messaging, consistency of branding, and the accessibility of information for external stakeholders.

Based on this review, the Consultant will develop a structured content framework for both the website and the organizational portfolio. This framework will define key sections, messaging hierarchy, visual logic, and narrative flow, ensuring that all materials are strategically aligned with sustainability objectives and positioned to meet the expectations of government institutions, international donors, foundations, and private sector partners.

Deliverables under Phase I:

Institutional Digital and Communication Assessment Report for each SR, summarizing strengths, gaps, and recommendations.

The content structure and outline for the website and organizational portfolio and accepted by CDF and the SR's.

Phase II: Website Development

Building on the structured content framework developed in Phase I, the Consultant/Service Provider will design and develop a modern, professional, and user-friendly website for each selected SR. The website must be visually coherent, accessible, and aligned with contemporary digital standards. It should clearly communicate the organization's mission, programmatic scope, impact, governance, and partnership network. At minimum, the website structure will include sections covering: Home, About the Organization, Our Work, Impact and Results, Governance and Transparency, Publications and Reports, Partnerships, and Contact information.

Where required, the website shall be developed in both Albanian, English to ensure accessibility for domestic and international stakeholders. The Consultant will apply basic search engine optimization (SEO) standards

to improve visibility and discoverability. All websites must be fully responsive and optimized for mobile devices, recognizing that a significant portion of users access content via smartphones.

The Consultant shall also provide guidance regarding hosting solutions, domain registration, and long-term sustainability of the website platform. Importantly, the assignment includes capacity transfer: a practical training session will be delivered to SR staff to ensure that they can independently update content, upload reports, and manage basic website functions after project completion.

Deliverables under Phase II:

Fully functional, live website for each SR.

Website administration and maintenance manual.

Documentation of training session delivered to SR staff.

Phase III: Organizational Portfolio Development

In parallel with website development, the Consultant/Service Provider will prepare a comprehensive and professionally designed Organizational Portfolio for each SR. The portfolio will serve as a donor-facing institutional document and should be suitable for submission to government funding mechanisms, international donors, foundations, and private sector partners.

The portfolio will present a coherent and compelling institutional narrative, including an overview of the organization's history and mandate; mission, vision, and strategic priorities; detailed HIV and TB programmatic results; service delivery models for key populations; governance structure and accountability mechanisms; financial overview; compliance and transparency practices; monitoring and evaluation systems; and partnership track record.

A dedicated section will outline the organization's sustainability and resource mobilization approach, demonstrating strategic thinking beyond dependence on grants and reinforcing readiness for diversified funding.

The final portfolio must be professionally designed and visually aligned with the organization's branding. It shall be delivered in high-quality PDF format for official use, as well as in an editable format to allow future updates. In addition, a concise executive summary (3–4 pages) will be developed for rapid donor engagement and presentation purposes.

Deliverables under Phase III:

Professionally designed Organizational Portfolio (PDF format).

Editable version of the portfolio.

Executive Summary version suitable for donor use.

Key Deliverables

The selected Consultant/Service Provider shall deliver:

- Inception Report (methodology, timeline, workplan).
- Institutional assessment reports.
- Completed websites.
- Website user guides and training.
- Organizational portfolios (full and executive versions).
- Completion report.

NOTE: All deliverables must be reviewed and approved by CDF.

Eligibility

This call is open to Individual Consultants (natural persons), or Registered Companies / Service Providers (legal entities)

Applicants must meet the following eligibility requirements:

For Individual Consultants:

- Legally registered as a freelancer or individual business operator in Kosovo or eligible jurisdiction.
- In possession of a valid personal identification and tax registration number.
- Able to issue invoices and comply with applicable tax legislation in Kosovo.
- Not subject to any sanctions or debarment by the Government of Kosovo or the Global Fund.
- No conflict of interest with CDF or Sub-Recipients.

For Companies / Service Providers:

- Legally registered business entity.
- Valid business registration certificate.
- Valid fiscal number and tax compliance certificate.
- Proof of active operational status.
- Ability to issue official invoices.
- Not subject to sanctions, debarment, or conflict of interest restrictions.
- Compliance with applicable procurement and anti-corruption standards of the Global Fund.

Technical Qualification Requirements

The Eligible Applicants (individual or company) must demonstrate:

Mandatory Requirements:

- Minimum 5 years of relevant professional experience in website development
- NGO branding and communication and organizational portfolio development experience
- Proficiency in CMS platforms (e.g., WordPress or similar).
- Strong graphic design and layout skills.
- Demonstrated portfolio of similar assignments
- Institutional portfolio development
- Excellent knowledge of Albanian and English.

Preferable Requirements:

- Donor positioning and visibility
- Proven experience working with civil society organizations.
- Strong understanding of donor environments (Global Fund, EU, bilateral donors preferred).

Timeline

The assignment is expected to be completed within a maximum period of forty-five (45) working days from the date of contract signature. This timeframe reflects the need for both efficiency and quality, ensuring that each Sub-Recipient receives structured support without compromising the depth of institutional review, content development, design, and validation processes required under this assignment.

The implementation period will be organized across the three defined phases, with indicative sequencing as follows: initial institutional assessments and content structuring during the early weeks; website development

and iterative review in the mid-phase; and finalization of organizational portfolios, training, and handover activities toward the conclusion of the assignment. While phases may overlap where appropriate to optimize efficiency, all outputs must undergo internal validation and approval by CDF prior to final acceptance.

During the inception stage, the Consultant or Service Provider will submit a detailed workplan outlining milestones, deliverable deadlines, consultation points with each Sub-Recipient, review timelines, and training schedules. The workplan will include clear sequencing of activities per SR, responsibilities of both the Consultant and participating organizations, and built-in time for feedback and revisions. The finalized timeline will be formally agreed upon between CDF and the selected Consultant during the inception phase and will serve as the operational reference for monitoring progress and performance throughout the duration of the contract.

Reporting

The Consultant or Service Provider will report to the GF Program Managers through Transition and Sustainability Specialist at the Community Development Fund (CDF), who will serve as the primary focal point for coordination, technical guidance, and review of deliverables. The Specialist will ensure that the assignment remains aligned with the broader Transition and Sustainability Plan, Global Fund requirements, and the institutional strengthening objectives defined under the grant framework. Where necessary, the Consultant may also be required to coordinate with the designated representatives of the participating Sub-Recipients to ensure the accuracy of content and timely provision of information.

Biweekly progress updates will be mandatory throughout the assignment. These updates may be provided in written form and/or through coordination meetings, and should clearly outline activities completed, progress against the agreed timeline, challenges encountered, mitigation measures proposed, and planned activities for the subsequent reporting period. The purpose of these updates is to maintain transparency, ensure proactive problem-solving, and allow timely course correction if required.

All deliverables produced under this assignment, including assessment reports, website drafts, final websites, portfolios, executive summaries, manuals, and training documentation, must undergo formal review and approval by CDF prior to final acceptance. Draft versions shall be submitted for technical review, and the Consultant is expected to incorporate feedback within an agreed timeframe. Final acceptance will be confirmed only after written approval is issued by CDF, verifying that the deliverables meet the agreed quality standards, technical specifications, and contractual obligations.

Budget

Applicants are required to submit a detailed and itemized financial proposal that clearly reflects the costs associated with the full scope of work described in this ToR. The proposed budget must be reasonable, proportionate, and justified in relation to the envisaged deliverables and expected level of professional expertise. CDF reserves the right to request clarifications where cost elements appear inconsistent with the scope or market standards.

The financial proposal should provide a clear breakdown of professional fees, development and design costs, and any other relevant technical expenditures necessary for the successful implementation of the assignment. Where applicable, costs related to hosting or domain setup may be included or recommended separately. Any costs associated with training sessions, knowledge transfer, and handover activities should also be clearly indicated.

Payment terms will be specified in the final contract and will be linked to the satisfactory completion and formal approval of deliverables. Disbursement of funds will be contingent upon compliance with contractual obligations and verification of outputs by CDF.

Intellectual Property

All outputs developed under this assignment shall remain the intellectual property of CDF and the respective Sub-Recipients. The Consultant/Service Provider may not use or distribute materials without written consent.

Application Process

Interested applicants are invited to submit a complete application package comprising the following documentation:

- A Technical Proposal clearly outlining the proposed methodology, implementation approach, workplan, and timeline for delivery of the assignment.
- A Financial Proposal submitted as a separate document, detailing the cost structure and budget breakdown.
- Curriculum Vitae (CV) of the key expert(s) proposed for the assignment, demonstrating relevant qualifications and experience.
- For legal entities, valid company registration documentation confirming legal status and operational capacity.
- Valid tax registration certificate and evidence of compliance with applicable fiscal regulations;
- A portfolio of previous relevant assignments demonstrating experience in website development, organizational portfolio preparation, or related institutional strengthening work.
- Contact details of at least three (3) professional references for similar services provided.

Submission and Deadline

Proposals must be submitted electronically to email address: procurement.hiv.tb@kcdf.org by 23.03.2026 at 16:00 hrs. Late submissions will not be accepted.

Applications received after the stated deadline will not be considered. Only shortlisted applicants may be contacted for further clarification or evaluation steps.