



TERMS OF REFERENCE (TOR)

Website Management Consulting Firm for Japan-ASEAN Integration Fund (JAIF) Website 2025-2027

Background

The Japan-ASEAN Integration Fund (JAIF) has played a pivotal role in enhancing ASEAN-Japan relations and supporting regional integration since 2006. To communicate its efforts and achievements effectively, the JAIF Management Team (JMT) established the official JAIF Website (<https://jaif.asean.org>), which serves as a key outreach and information platform.

The website has grown in reach and importance, with users increasing from nearly 5,000 in 2018 to over 40,000 by 2025. To ensure continued performance and relevance, the website requires consistent maintenance, technical support, and content updates.

Objectives

The selected consulting firm will be responsible for maintaining and supporting the JAIF website to ensure it remains functional, secure, and user-friendly. This includes:

- Regular maintenance of the website's backend and frontend components, including server, website and database;
- Ensuring timely content updates and design consistency;
- Monitoring and improving website performance;
- Providing technical support and troubleshooting;
- Maintaining compatibility with current technology standards and security protocols.

Scope of Work

- Project Management & Coordination:** Regular coordination with JMT (including IT technical advisors), and the ASEAN Secretariat's relevant divisions to plan and implement maintenance tasks and provide technical advice as necessary.
- UI Design & Graphic Support:** Provide design mockups and prototypes as needed for content updates, support image editing, and produce infographics, icons, and illustrations to enhance the visual appeal of the site and complement website content.
- UX Maintenance:** Conduct UX improvements to enhance website navigation, user experience, and develop or maintain interactive forms or components.
- Programming and Development:** Ensure the backend and frontend code remain functional, secure, and up to date; fix bugs, apply security patches, and make minor enhancements based on user needs.
- Content Support:** Assist in uploading and updating content prepared by JMT across both English and Japanese versions of the website. Some of the regular updates are:
 - a. Semi-annually: Top page visuals, Beneficiaries' Voices, Project Briefs, Sector Briefs
 - b. Annually: JAIF Overview, Component Descriptions, Milestones
 - c. As needed: JAIF Management Team

- F. **CMS and Database Management:** Maintain the existing CMS and database, manage version control, perform data handling, and conduct backups and recovery operations.
- G. **Translation Support:** Translate updated and new content into Japanese and/or English when requested by JMT. Translation must undergo review by a native Japanese speaker.
- H. **SEO and Analytics:** Maintain SEO ranking for “JAIF” and provide biannual Google Analytics reports with insights and recommendations.
- I. **Confidentiality:** Maintain strict confidentiality in all aspects of the work throughout the engagement.
- J. **Window Server Maintenance:** maintain the system operating including security update, windows update, storage management, antivirus, and security updates.

Deliverables

- a) **Fully functional and secure JAIF website** hosted on the designated web server¹; this includes ensuring a homepage that loads within 3 seconds, with all subsequent pages loading within 10 seconds, with strong emphasis on load speed, content size optimization, and efficient use of resources;
- b) **Monthly technical maintenance reports and data backup logs** including database structure, code descriptions, and function purposes;
- c) **Monthly reports on version management and updated source code** including the latest programme source code (HTML, Client-Side Scripting Language, server-side scripting language, database, and any other files);
- d) **Timely content updates** based on the agreed update frequencies; the vendor must upload or update the contents in the test page (UAT) within 3 working days of receiving the materials from JMT, unless otherwise specified;
- e) **Testing and quality assurance** which include performance testing results (e.g., page loading speed, server response) and cross-browser and cross-device compatibility tests to ensure the site works on various platforms;
- f) **Translation and maintenance of Japanese content** (up to 40 pages)²;
- g) **Infographic and visual updates** on a semi-annual basis on: i) the current contents of the JAIF Website e.g., infographics in [Sector Brief](#); ii) the provided data/write-up to be used as part of the contents of the JAIF Website semi-annually; and iii) request from JMT;
- h) **Biannual Google Analytics performance reports** with insights and recommendations;
- i) **Comprehensive technical documentation and update manuals** for internal use;
- j) **A six-month warranty supports** fixing any non-conforming deliverables at no additional cost.
- k) **Ongoing maintenance and monitoring of SEO performance**, with a focus on sustaining the website’s ranking for the keywords “Japan-ASEAN Integration Fund” and “JAIF” to ensure consistent visibility and search effectiveness.
- l) **Server Maintenance Log**, provide document of server maintenance such as storage level, critical issues, Windows update log, antivirus log, and other maintenance related to Windows Server.

Timeline

- **Start Date:** 1 July 2025
- **End Date:** 30 June 2027

¹ Webserver has been purchased, and SSL will be provided by the ASEAN Secretariat. Relevant costs should be excluded from this procurement.

² For reference, pages that may require translation include new [Project Briefs](#), new and updated [Sector Briefs](#), [Beneficiaries' Voices](#), new [Component pages](#), and other pages as requested.

- **Warranty Period:** Until 31 December 2027

Administration, Reporting and Coordination

The contract will be issued by the ASEAN Secretariat, and the consulting firm will work under the supervision of JMT for all updates, changes, and technical interventions.

Requirement for submission

Technical Submission

Interested firms must submit a proposal in English including the following documents and requirements (refer to Appendix-2 Technical Requirements). The selected consulting firm should have human resources who have the following qualifications, skills, and professional experience (a consulting firm may outsource to a third party if necessary):

- a) **Company Profile:** Legal registration as an IT consulting firm, PR company, digital agency, or relevant business. Include a copy of the business registration certificate.
- b) **Portfolio and Experience:**
 - Demonstrated experience in website management. Provide list of experiences with year and duration of work.
 - Demonstrated experience in maintaining multilingual platforms (English and Japanese preferred). Provide accessible links to the websites. If the sites are no longer managed by your company, kindly include screenshots as well.
 - Examples of similar work with international organisations, particularly the ASEAN Secretariat. Provide accessible links to websites with similar scope developed. If the sites are no longer managed by your company, kindly include screenshots as well.
- c) **Proposed Approach:**
 - Brief plan outlining your approach to website maintenance, CMS use, content management, and user experience.
 - Suggestions for functional or visual enhancements will be an added value.
- d) **Key Personnel:**

Provide CVs for the following roles, ensuring all personnel meet required qualifications and will be available throughout the engagement (Candidates who fail to submit their CV will be disqualified):

 1. **Website Development Engineer:** Minimum 3 years of experience in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation.
 2. **Project Manager:** Minimum 5 years of experience in administration, communication, project management, or other relevant fields.
 3. **Graphic Designer:** Experience in creative design; portfolio required.
 4. **Translator (English-Japanese):**
 - Native-level Japanese or JLPT N1 or higher (if non-native). Translator may be outsourced, and a language certificate must be attached to the CV.
 - Fluent English with a valid certificate (e.g., IELTS 5.5+) or degree from an English-speaking institution.

Financial Submission

Provide a detailed financial proposal in IDR (for local firms) or USD (for international firms). Payment is upon completion or submission of reports every six months, subject to agreement prior to contract finalisation. (Refer to Appendix-3 in the Request for Proposal).

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