TERMS OF REFERENCE
Knowledge Sharing and Learning Hub

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Position Title: Knowledge Sharing and Learning Hub Consultant
Type: Company
Engagement: Contract
Location: Nairobi, Kenya | Remote.
Reports To: Programme Manager

About AVPA

The African Venture Philanthropy Alliance (www.avpa.africa) is a unique Pan-African network of social investors working together to increase the flow of capital into African social investments and ensure its effective use for maximum social impact. Broadly, AVPA aims to address the SDG financing gap on the continent by not only mobilizing more philanthropic capital but also attracting private capital into social investments. We collaborate with various social investors deploying grants, debt, and equity (the full spectrum of capital) into social investments. These include foundations, corporations, family offices, individual philanthropists, angel investors, impact fund managers, PE & VC funds, bilateral and multilateral donors, governments, DFI, and non-financial service providers. Our network strives to enhance and apply innovative finance approaches and models.

AVPA has its headquarters in Nairobi, with regional offices in Johannesburg and Lagos. AVPA is aligned with thriving sister networks in Europe (Impact Europe), Latin America (Latimpacto), Asia (AVPN), and the newly launched Arab Impact Network, thus forming a dynamic global force for social impact.

Background

The AVPA website (https://avpa.africa/) serves as the organization's focal point for public communication and the host for the organisation's platforms and services. AVPA is building a vibrant, updated, and accurate database of entities deploying financial, human, and intellectual capital in Africa. In addition, AVPA seeks to increase the flow of capital by, in part, enabling these investors to acquire new skills and networks that would enable them to effectively deploy the said capital for maximum impact. The website thus stands at the intersection of all these activities and occupies a critical role in the organization's plans.

To achieve these objectives, the organization engages a competent technology partner to help keep technology and content up to date and ensure the best experience for the users. Additionally, AVPA engages the partner to add new features to the website in line with the organisation's evolving programs and goals.

AVPA Knowledge Sharing & Learning Centre

AVPA has established a Knowledge Sharing and Learning Centre with a goal: To be recognized as the leading provider of learning opportunities and knowledge resources on Africa's social investment landscape, using events, programs, and thought capital to provide a robust learning experience for all categories of social investment stakeholders.

Positioned as Africa's premier hub for social investment intelligence, AVPA's Knowledge Sharing & Learning Centre delivers transformative learning experiences through cutting-edge programs, strategic events, and actionable thought leadership.

Our Approach:

- **Participatory Learning:** Our Leadership Development Centre drives hands-on knowledge exchange through flagship collaborative programmes such as the **Africa Impact Investing Fellowship**, the **Africa Climate Investment Forum**, and the **Africa Health Funders Forum**, among others.
- **Innovation Development:** We incubate social investment solutions through research-driven approaches, including our cutting-edge **Africa Social Investment Landscape Mapping Study Report**
- **Ecosystem Curation:** We map and analyze Africa's evolving impact landscape through our regular Artificial Intelligence Tracking Tool in collaboration with Impact Intelligence.

Strategic Focus Areas:

1. **Knowledge Generation:**

   - Conducting applied research on critical social investment challenges
   - Developing case studies and frameworks tailored to African contexts
   - Curating the continent's most comprehensive social investment resource library

2. **Capacity Building:**

   - Delivering specialized training programs across the capital continuum
   - Hosting immersive learning events and peer exchanges across our three key regions: West Africa, Southern Africa, and East Africa
   - Facilitating cross-sector dialogues between practitioners, policymakers, and academics

3. **Ecosystem Development:**

   - Identifying and scaling innovative investment approaches
   - Connecting localized solutions with regional and global best practices
   - Shaping policy through evidence-based recommendations

The Assignment: AVPA Knowledge Sharing and Learning Hub/Centre

To enhance the capability of the AVPA's Knowledge Sharing & Learning Centre to deliver transformative learning experiences through cutting-edge programmes, strategic events, and actionable thought leadership.

Specifications

The Knowledge Sharing and Learning Hub should have the following features:
Site design:

- An attractive graphic layout that embodies the AVPA Knowledge Sharing and Learning Center brand and image and adheres to the AVPA branding specifications.
- Interactive and user-friendly.
- Be mobile-friendly.
- A design that allows regular improvements in look and features.
- Suggested a 6-page site, but open to recommendations that will work best.
- SSL/TLS secure connection and green bar enabled.

CMS – Content Management System

The selected consultant/firm will apply a highly user-friendly CMS that is easy to use and robust to support emerging website technologies - Preferably Drupal.

- The CMS should be dynamic and allow content to be easily updated by administrative staff without specialized web development skills.
- Ability to incorporate all our social media platforms (WhatsApp, Instagram, Twitter, LinkedIn, YouTube, etc.) **with live update options.**
- A Google Translate option in due course (testable beta version) of at least Kiswahili and French.
- Ability to work well with search engines.
- Incorporate Google Analytics.

CRM (should include, but not be limited to)

- Ability to host subscription options.
- Ability to set goals for fundraising, donors, tweets, petition signatures, signups, volunteers, followers, endorsements, event RSVPs, survey responses, suggestions, and more.

Deliverables

- The Hub e-platform website presents a visual look, and its functionalities are enhanced to provide a better experience to users, i.e., captures the latest trends for website presentations that are compatible and easily accessible to most common devices' browsers (Laptops, mobiles, and other handheld devices)

- Integration with a Content Management System (CMS) - preferably Drupal/WordPress-based on the best user-friendly tools, and integrate an effective search function
- Develop a user guide/manual for the website and the CMS, complete with the most common troubleshooting guidelines.
- Train AVPA staff on how to manage content on the new website.
- Upon approval, install the website on the hosting location, and transfer all archived content from the current website into the new website (images, text, embedded video, PDFs, HTML, photo albums)

The platform will be available in English for the 6-month pilot phase and translated to French, Kiswahili, and Spanish in subsequent phases.

Project Duration
The envisioned duration of this consultancy is for a duration of 30 days within 3 months between July and September 2025.

Project Management
To ensure the smooth implementation of the project, the vendor/consultant will perform the following tasks:
- Participate in an initial kick-off meeting to meet with the AVPA project team, to discuss the project, validate critical objectives, agree on learning objectives, and develop a project plan to guide the project through to completion.
- Continuous consultation and updates to the project team on the progress of the assignment
- Collaborate with the AVPA project team to manage content reviews.

Qualifications
- The consultant is expected to be a firm/company with extensive experience in website development and the development of similar interactive and analytic data hubs.
- Minimum of 5 years of experience in Web Development and Application Management
- Team members should possess a Bachelor's or Master's degree in Information Technology Management or any other relevant field
- Working experience within multicultural teams and international organisations or companies, and knowledge of Africa and development issues;
- Proficiency in Frameworks and CMS such as Drupal, Bootstrap, and AngularJS, among others
- Hands-on experience in JavaScript, JQuery, HTML, HTML5, CSS, CSS3, PHP, MySQL among others
- Web Programming and teamwork skills, excellent verbal communication

Interested bidders should provide:
a. Detailed cover letter expressing interest in this assignment, including full contact details (name, telephone, and e-mail), and physical address, signed by an authorized representative.

b. Copies of the consulting firm's statutory registration documents
c. Firm profile
d. Evidence of the Firm and Technical team's experience in delivering similar assignments.
e. CVs of the Lead Consultant and key technical staff who will deliver the project, clearly indicating technical skills, academic qualifications, and years of experience.
f. Provide a competitive and detailed cost breakdown (To compare prices, bid prices shall be converted to US$) to perform the assignment, including all the chargeable taxes.

How to apply

- Interested and qualifying candidates to complete the online application form here: AVPA Consultancies
- Please submit one soft copy (by email) of your Expression of Interest detailing (technical and a tentative financial offer financial elements with a detailed cost breakdown -To compare prices, bid prices shall be converted to US$) proposal to jobs@avpa.africa with a copy to learning@avpa.africa with the subject line: **AVPA Academy-Knowledge Hub** by the **15th of July, 2025**

Language skills

The program of work requires that the consultant have a strong working knowledge of English.

Misrepresentation.

The process of AVPA making its decision is largely reliant upon the information supplied by the bidder. Should it be found that aspects of such information are incomplete, untrue, or misleading, AVPA reserves the right to terminate /disqualify the bidder.