

## TERMS OF REFERENCE

### Website Content Consultant (Part-Time)

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#### Website Consultant

Position Title: Website Consultant

Type: Part-Time Consultant

Engagement: 6-month contract renewable

Location: Nairobi, Kenya | Remote (within EAT working hours time zone)

Reports To: Communications and Marketing Manager

#### ABOUT AVPA

AVPA is a unique Pan-African network of social investors collaborating to increase the flow of capital into African social investments and ensure its effective deployment for maximum social impact. At a grand scale, AVPA aims to address the SDG financing gap on the continent by crowding incremental capital, especially private capital, into social investments. We work with a variety of social investors deploying grants, debt, and equity (i.e., the continuum 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, DFIs, and non-financial service providers. Our network seeks to achieve a more significant social impact through collaboration, exchange of best practices, and enhancing skills and knowledge in innovative finance approaches/models.

AVPA has its headquarters in Nairobi and regional offices in Johannesburg and Lagos. It is aligned with sister networks worldwide in Europe (Impact Europe), Latin America (Latimacto), and Asia (AVPN).

#### BACKGROUND

The AVPA website (<https://avpa.africa/>) serves as the organization's focal point for public communication and the host for the organization's platforms and services. AVPA aims to have a vibrant, up-to-date, 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 seeks to engage 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 organization's evolving programs and goals.

## OBJECTIVE

AVPA seeks a dedicated individual consultant to manage the backend and daily operations of its website and digital platforms. The consultant will ensure that all platforms remain updated, responsive, secure, and aligned with evolving programmatic and organizational needs while delivering a seamless experience for users.

## Key Responsibilities

- Perform daily maintenance and timely content updates across all AVPA platforms.
- Monitor platform performance, uptime, and user experience, addressing issues proactively.
- Upload, update, and remove content in line with AVPA's communications and programmatic priorities.
- Liaise with AVPA's external development partner for technical troubleshooting, system updates, and feature deployments.
- Generate and deliver monthly Google Analytics (or GA4) reports with actionable insights and clear recommendations to improve website performance and engagement.
- Implement and manage effective SEO and SEM strategies to improve search engine rankings, drive traffic, and report on campaign outcomes.
- Provide basic technical support and guidance to internal AVPA teams as needed.
- Maintain regular communication, attend scheduled check-ins, and maintain activity logs during agreed core hours (minimum 3 hours per day within business hours).

## Required Skills & Experience

- Demonstrated experience managing WordPress-based websites and digital platforms.
- Basic proficiency in web development technologies (e.g., HTML, CSS, JavaScript) sufficient to perform content and administrative updates.
- Familiarity with SEO/SEM best practices and analytics tools (e.g., Google Analytics, Search Console).
- Strong ability to execute content and administrative changes quickly and accurately.
- Excellent communication, documentation, and reporting skills.
- Availability during East Africa Time (9:00 AM–5:00 PM) for responsive support and check-ins.

## SUBMISSION REQUIREMENTS

If you meet the qualifications and are interested in this consultancy, please submit the following:

- Curriculum vitae (CV) outlining relevant skills and experience.
- Examples of previous website management work or similar assignments.

- Reference contact details or a letter of recommendation.
- Financial proposal indicating the proposed monthly retainer fee.
- Samples of previous work done in similar or relevant capacity.

## HOW TO APPLY

### Submission Process:

- Please submit one soft copy (by email) of your proposal to [jobs@avpa.africa](mailto:jobs@avpa.africa) with the subject line: **Website Content Consultant** by **Friday, 18th July 2025**.
- Proposals shall include both the technical and financial elements in detail.