



## **TERMS OF REFERENCE FOR MKM WEBSITE UPDATE**

(<https://mkulimambunifu.org>)

### **About Mkulima Mbunifu**

Mkulima Mbunifu (MkM) is a farmer information and advisory service based in Arusha, Tanzania, that leverages a print magazine along with complementary communication channels such as a website, radio, and social media to provide smallholder farmers with knowledge on Ecologically Sustainable Agriculture (ESA).

The initiative is implemented by Biovision Africa Trust (BVAT) in Nairobi under the Farmer Communication Program (FCP), in partnership with Sustainable Agriculture Tanzania (SAT) in Morogoro. Its overarching goal is to improve the livelihoods of African farmers while conserving the environment as the foundation for all life.

The project targets smallholder farmers in Tanzania, reaching an estimated 79,000 farmers. These farmers typically cultivate about two hectares (less than five acres) of land and face challenges related to accessing reliable agricultural information, farming inputs, and markets for their produce.

The project focuses on specific regions in Tanzania, including: Arusha (Karatu, Meru, and Arusha District Council), Kilimanjaro (Hai and Moshi District Council), Tanga (Lushoto), Singida (Ikungi and Singida District Council), Manyara (Babati District).

### **Objective**

MkM is seeking to update and redesign its website to enhance the functionality, user experience, and overall performance of the Mkulima Mbunifu website ([www.mkulimambunifu.org](http://www.mkulimambunifu.org)). This involves updating the WordPress Content Management System (CMS), addressing plugin compatibility issues, optimizing social media integration, implementing an email system for content distribution and newsletters, enhancing email subscription features, and facilitating language translation for a more inclusive user interface (English to Kiswahili).

The following key tasks are envisaged;

### **WordPress CMS Update**

- Ensure the website is running the latest version of WordPress.
- Verify theme compatibility with the updated WordPress version.
- Perform a thorough backup before initiating any updates.

### **Plugin Updates**

- Update all existing plugins to their latest versions.
- Identify and replace outdated or incompatible plugins.
- Ensure the compatibility of plugins with the updated WordPress version.

### **Social Media Integration**

- Review and enhance social media integration for seamless sharing and engagement (Facebook and Instagram).
- Verify and update social media links and icons.
- Optimize Open Graph tags for better social media representation.

### **Email System Implementation**

- Integrate a robust email system for efficient content distribution.
- Set up a newsletter system for periodic updates to subscribers within the website.
- Ensure compatibility with major email clients and optimize for mobile devices (Mailchimp and Gmail).
- Email Subscription Enhancement
- Improve the user interface and experience for email subscription.
- Implement clear calls-to-action for subscription, including an enhanced subscription widget.

### **Language Translation**

- Facilitate language translation of the user interface from English to Kiswahili.
- Ensure translations cover all website functions at the user end while maintaining clarity and coherence.

### **Forum for Farmer Questions & Experiences**

- Create a forum where users can post direct questions and experiences.
- Published posts should be displayed on a dedicated page, with an option for users/readers to comment.
- Implement moderation tools to manage discussions effectively.

### **Community Section ('Facebook Group' Style)**

- Develop an interactive community space where users can register and engage with each other.
- Enable discussions, sharing of ideas, and networking among members.
- Integrate notifications and user management features.

### **Farmer Experiences & Case Studies**

- Introduce a section for real-life farmer stories and case studies on agroecology technologies and practices.
- Allow farmers to contribute their experiences and innovations.
- Categorize and archive stories for easy access and reference.

### **Additional Tasks**

- Review, update, and categorize website content for relevance and accuracy.
- Implement a responsive design to enhance mobile compatibility.
- Evaluate and improve website accessibility features.
- Move website analytics into GA4 and define data to be gathered and displayed.
- Any other additions as shall be discussed by the MkM team.

### **Timeline**

The project is expected to be completed within 20 working days.

### **Knowledge required for performing the job**

The successful candidate will have the following competencies:

- In-depth knowledge of WordPress CMS, including ability to troubleshoot and resolve issues related to WordPress.
- Knowledge of identifying and addressing compatibility issues.
- Understanding of UI/UX principles for website design, JavaScript, HTML, CSS and My SQL.
- Proficiency in English and Kiswahili, and translation.
- Basic knowledge of agroecology and related farming systems.
- Ability to collaborate with stakeholders and understand their requirements.

### **Qualifications**

The successful candidate will have the following academic and professional qualifications:

- Bachelor's degree in IT and web design or a related field.
- Strong communication skills, both written and verbal.

### **How to apply**

Send your application cover letter, curriculum vitae and copies of academic certificates and costs to [info@mkulimambunifu.org](mailto:info@mkulimambunifu.org) to reach Mkulima Mbunifu not later than Monday 11, August, 2025 at 1700hrs local Tanzanian time. Only shortlisted candidates will be contacted.