



**STATE DEPARTMENT FOR AGRICULTURE
MINISTRY OF AGRICULTURE AND LIVESTOCK DEVELOPMENT**

**TERMS OF REFERENCE (TOR)
FOR
WEBMASTER EXPERT**

Contract No: KE-MOALF-571593-CS-INDV

Client:

State Department for Agriculture
Ministry of Agriculture and Livestock Development
Kilimo House, Cathedral Road
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1.0 BACKGROUND

1.1 Introduction

The Food Systems Resilience Project (FSRP) is a Government of Kenya project with co-funding from the World Bank and the National Government. The project will be implemented in 13 counties targeting to increase preparedness against food insecurity and improve the resilience of food systems in targeted project areas of Kenya. The project will be implemented over 6 years commencing September 2023 to August 2029. The FSRP will build on the strong foundation laid by National Agriculture and Rural Inclusive Growth Project (NARIGP), Kenya Climate Smart Agriculture Project (KCSAP) and Emergency Locust Response Project (ELRP). The project will broaden and deepen investments in existing interventions through a multiphase programmatic approach (MPA). The five MPA program pillars of FSRP are: (1) Responding to a deteriorating food security situation, (2) (Re-)building resilient agricultural production capacity, (3) Supporting the sustainable development of natural resources for resilient agricultural landscapes, (4) Getting to market, and (5) Promoting a greater focus on food systems resilience in Policymaking.

1.2 Project Development Objectives and Indicators

The FSRP project development objective (PDO) is to increase preparedness against food insecurity and improve the resilience of food systems in targeted project areas of Kenya. In order to realize this objective, project activities will be implemented through five components namely (i) (Re-) Building Resilient Agricultural Production Capacity; (ii) Supporting the Sustainable Development of Natural Resources for Resilient Agricultural Landscapes; (iii) Regional and domestic markets for food security; (iv) Promoting a Greater Focus on Food Systems Resilience in National and Regional Policy making; (v) Contingency Emergency Response (vi) Project Coordination and Management.

Progress towards the realization of the PDO will be measured through the following five (Outcome) indicators:

- i). Percentage reduction of food insecure people in project-targeted areas
- ii). Number of farmers adopting resilience-enhancing technologies and practices: of which female (percentage); of which, climate-resilient (percentage)
- iii). Hectares of land area under integrated land management practices
- iv). Percentage increase in volume of agricultural production sold on domestic and regional markets.

Number of policy products related to agriculture, natural resources management, and food systems resilience adopted with project's support.

2.0 Objective of the assignment

The overall objective of the assignment is to strengthen the Agricultural Information Resource Centre (AIRC) capacity as it transforms into the Kenya Agricultural Digital Information Centre (KADIC) to manage, maintain, secure, optimize and continuously improve the Ministry's web properties and web publishing environment for effective agricultural information access and digital service delivery.

The consultant will be responsible for the following key objectives:

- a) To administer, maintain and continuously improve AIRC/KADIC websites and approved web publishing platforms.
- b) To ensure availability, reliability, security and performance of the Ministry's web properties and associated web services.
- c) To manage website content publishing, page structures, navigation, forms, media, metadata, links and routine web updates in accordance with approved workflows.
- d) To maintain appropriate website security, access controls, patching, backups, restoration procedures and incident records.
- e) To improve website accessibility, usability, search discoverability, performance and consistency across supported browsers and devices.
- f) To support website analytics, content inventories and evidence-based improvements to web content and user experience.
- g) To coordinate with Application Developers on web enhancements and with Backend Developers and Database Administrators when issues cross into their specialist areas.
- h) To support the effective publication and presentation of agricultural information and digital knowledge products in collaboration with Knowledge Management and Learning Design teams.
- i) To strengthen web operations capacity and contribute to reliable, secure and sustainable digital information and service delivery within the Ministry.

3.0 SCOPE OF SERVICES AND SPECIFIC TASKS

3.1 Scope of Services

The Agricultural Information Resource Center (AIRC), a directorate under the State Department for Agriculture, Ministry of Agriculture and Livestock Development, is implementing strategic initiatives to strengthen the Ministry's digital presence and enhance agricultural information and service delivery. These initiatives are aligned with AIRC's transition into KADIC to coordinate data and digital agriculture in providing timely, relevant, and accessible agricultural information to farmers, policymakers, researchers, private-sector actors, and other stakeholders.

Over the years, AIRC has accumulated substantial data, information and knowledge across diverse agricultural thematic areas. The Centre is progressively digitizing these resources and transforming them into digital agricultural products and services to

improve access, usability and uptake. Key initiatives include the Farmer Registry and the Fertilizer Subsidy Programme, which currently support the issuance of vouchers to 7.3 million farmers nationwide.

As the Centre advances its data and digital roadmap, there is a need to strengthen its internal technical capacity in website administration and web operations. The engagement of the Webmaster Consultant is to administer, maintain, secure, optimize and improve the Ministry's web properties and web publishing environment.

The Webmaster will provide technical expertise in website and content management system administration, web operations, publishing workflows, security, backups and restoration, performance monitoring, accessibility, search discoverability, web analytics and website lifecycle management. The Consultant will coordinate closely with Application Developers, Backend Developers, Database Administrators, Data Scientists, Learning Designers, Knowledge Management teams and other relevant technical stakeholders.

3.2 Specific tasks

3.2.1 Website Administration and Maintenance

- a) Administer approved website platforms, content management systems (CMS), themes, plugins/modules and web configurations.
- b) Maintain website structure, menus, navigation, forms, media libraries, page templates and approved web components.
- c) Monitor website availability, broken links, errors, storage and routine operational health.
- d) Coordinate routine website maintenance, upgrades and controlled changes in accordance with approved procedures.
- e) Undertake Web Publishing and Content Operations.

3.2.2 Manage and support website publishing workflows, calendars, approvals and version control.

- a) Publish and update approved agricultural information, news, resources, announcements, reports, multimedia and other digital content.
- b) Maintain page metadata, titles, descriptions, links, media and content structures to support usability and discoverability.
- c) Maintain content inventories and identify obsolete, duplicate, incomplete or broken web content for review.
- d) Coordinate with Knowledge Management, Learning Design and subject-matter teams to ensure approved content is published accurately and consistently.
- e) Enforce Web Security, Access Control and Resilience.

3.2.3 Apply approved website and CMS hardening and secure configuration practices.

- a) Manage administrative accounts, roles and access privileges in accordance with approved access-control procedures.
- b) Apply approved security patches, updates and maintenance to website platforms, CMS components and plugins/modules.
- c) Monitor and report website vulnerabilities, suspicious activity, security incidents and configuration risks.
- d) Maintain website backup and restoration procedures and conduct periodic restoration tests.
- e) Maintain website security, maintenance and incident records.

3.2.4 Website Performance, Accessibility and Compatibility

- a) Monitor website performance, availability, response times and user-facing technical issues.
- b) Optimize website configuration, caching, media and other appropriate web resources to improve performance.
- c) Support accessibility improvements and appropriate content structure for diverse users.
- d) Test and coordinate resolution of browser, device, rendering and compatibility issues.
- e) Consider rural and low-connectivity user environments when recommending website performance improvements.

3.2.5 Web Analytics, Search Discoverability and Continuous Improvement

- a) Maintain appropriate website analytics and reporting arrangements.
- b) Monitor website usage, page performance, content engagement, search visibility and other approved indicators.
- c) Apply appropriate metadata, content structure and search-engine optimization practices to improve discoverability of agricultural information.
- d) Use available analytics and user feedback to recommend improvements to website structure, content presentation and navigation.

3.2.6 Prepare periodic reports highlighting website trends, issues, opportunities and recommended actions.

- a) Coordinate with Application Developers on website enhancements, integrations, interface improvements and application embedding.
- b) Coordinate with Backend Developers on web-service and API-related issues affecting website operations.
- c) Liaise with Database Administrators where website issues involve database services or data access, without assuming database administration responsibilities.
- d) Support integration of approved digital learning and knowledge products with the web environment in collaboration with Learning Designers and Knowledge Management teams.

4.0 DURATION AND LOCATION OF THE ASSIGNMENT

The duration of the assignment will be three (3) calendar years. The consultant shall be contracted for an initial period of twenty-four (24) calendar months from the contract commencement date. This period is subject to extension up to the project closing date, based on project needs, availability of funds, and satisfactory performance.

The position shall be based in Nairobi, Kenya, at the Agricultural Information Resource Centre Office, with travels to participating Counties where necessary.

5.0 REPORTING REQUIREMENTS AND TIMELINES FOR DELIVERABLES

The Webmaster will be expected to deliver the following outputs:

Table 1: Reporting requirements

No.	Deliverables/Reports	Timelines after contract commencement	Format of Submission
1	Monthly Progress Report summarizing activities undertaken during the reporting month, level of effort, stakeholder engagements, progress against the assignment, outputs/work products developed, issues, risks, challenges and planned activities for the following month.	Monthly, throughout the contract period	Soft copy
2	Contract completion report - summarizing all the activities undertaken by the consultant during the contract period, challenges, and recommendations as to how the challenges should be addressed.	Within 14 days after the end of contract	Soft copy

All reports shall be submitted in both hard and soft copies and addressed to:

Principal Secretary,
State Department for Agriculture
Ministry of Agriculture and Livestock Development
Cathedral Road, Nairobi
P. O. Box 30028-00100,
Nairobi, Kenya.
Attention: National Project Coordinator

All reports prepared by the Consultant shall be reviewed and submitted to the Director, AIRC, with copies to the National Project Coordinator by the 7th day after the end of the reporting month

6.0 PAYMENT SCHEDULE/REMUNERATION

The Webmaster shall be remunerated based on a monthly rate (a consolidated amount inclusive of all costs with clearly identified applicable taxes), which will be as proposed in the financial proposal and agreed upon at contract award. Remuneration will be based on national competitive rates, commensurate with the selected candidate's area of expertise and work experience, provided he or she has satisfactorily fulfilled all requirements stipulated here-in above.

Costs incurred by the Consultant outside the head office will be reimbursed upon submission of a statement of expense and verifiable supporting documentation.

Payment shall be monthly upon submission and approval of the monthly reports.

7.0 CONSULTANT'S QUALIFICATION AND EXPERIENCE REQUIREMENTS

- a) A minimum of a bachelor's degree in Computer Science, Information Technology, Information Systems, Web Development, Digital Media, or a related field from a university/institution recognized in Kenya.
- b) At least five (5) years' demonstrable general experience in website administration and web operations.
- c) At least three (3) years' demonstrable specific experience in CMS administration, website maintenance, web security, backups and restoration, performance optimization, web analytics, accessibility and content publishing.

8.0 MANAGEMENT AND ACCOUNTABILITY OF THE ASSIGNMENT

The Ministry of Agriculture and Livestock Development (MoALD), State Department for Agriculture is the Client for these services. The Webmaster will report directly to the Director, Data and Digital Agriculture, and will work closely with the ICT team and relevant technical teams to facilitate the effective and successful implementation of the assignment.

9.0 OBLIGATIONS OF THE CLIENT

The Client will provide:

- a) Suitable furnished office space
- b) Telecommunication

- c) Transport to field assignments as and when required

The Client shall provide, free of charge, all existing information and will assist the Consultant in obtaining other relevant information and materials from governmental institutions and State authorities, where necessary. However, it is the duty of the Consultant to check the viability, quality, and suitability of this information. The information, data, and reports mentioned above will be available to the Consultant for unlimited use during the execution of the proposed services within the project.

When traveling individually on project duties, subsistence allowance shall be paid in the equivalence of the Public Service Job Group R rates. All individual travel shall be approved by the National Project Coordinator prior to the task.

10.0 OBLIGATIONS OF THE WEBMASTER

The Webmaster shall perform and carry out the services with all due diligence, efficiency and economy in accordance with generally accepted professional standards and practices and shall observe sound management practices.

The consultant shall always act with respect to any matter relating to this Contract or to the Services and shall at all times support and safeguard the Ministry's legitimate interests in any dealings with third parties.

The Webmaster has an obligation to disclose any situation of actual or potential conflict that impacts on capacity to serve the best interest of the Client, or that may reasonably be perceived as having this effect. Failure to disclose such situations may result in the disqualification of the Consultant or the termination of his/her Contract.

11.0 CONFIDENTIALITY, PROPRIETARY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

All the reports, data, information, products and services developed, collected, or obtained from the implementing agencies etc., Client, and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

At the end of the Services, the Webmaster shall relinquish all data, products and services, manuals, reports and information (including the database, codes, and related documentation) to the Client and shall make no use of them in any other assignment without prior written authority from the Client.