

Expression of Interest (EOI)

Hiring of Consultant for Design Support for Upgradation of PDA Website

Pakistan Development Alliance (PDA), hosted by **AwazCDS-Pakistan**, invites Expressions of Interest from qualified consultants to provide **design, content-structuring and advisory support for the upgradation of the PDA website**. The purpose is to ensure that the upgraded PDA website reflects the organisation's Strategic Plan and Advocacy & Communication Strategy and presents PDA's work, advocacy priorities, evidence and resources in a clear, engaging and user-friendly manner.

Scope of Assignment

The consultant will be expected to:

- Review the existing PDA website, Strategic Plan, Advocacy & Communication Strategy and relevant organisational materials.
- Assess the current website from the perspective of structure, presentation, navigation, user experience and communication effectiveness.
- Recommend an improved website architecture and sitemap.
- Advise on the organisation and presentation of key sections, including:
 1. About PDA
 2. Governance and membership
 3. Advocacy priorities and campaigns
 4. Research and publications
 5. Policy statements and briefs
 6. News and events
 7. Member initiatives
 8. Resources
- Recommend layout, content flow, menu structure and user journey for key website pages.
- Develop design concepts or wireframes for the homepage and major internal pages.
- Advise on the visual presentation of advocacy content, publications, campaigns and evidence.
- Recommend how PDA's branding, messaging and communication priorities should be reflected on the website.
- Work closely with the PDA Secretariat and the technical/web development team during implementation.
- Review draft website designs and provide feedback to ensure consistency with the agreed design and communication approach.
- Support final review of the upgraded website.

Expected Deliverables

The consultant will provide:

- Brief review of the existing PDA website.
- Recommended website sitemap and information architecture.
- Design concept and page-layout recommendations.
- Content organisation and navigation guidance.
- Recommendations for presentation of advocacy, research and campaign content.
- Review comments on the draft upgraded website.
- Final design and communication recommendations.

Duration

The consultancy is expected to be completed within **two months from the date of signing of the contract**, with inputs provided at different stages of the website upgradation process.

Required Qualifications and Experience

Interested consultants should have:

- Relevant qualification in Communication, Media, Design, Digital Communication, Information Design, Development Communication or a related field.
- At least **5 years of relevant professional experience** in website design, communication design, information architecture or digital content planning.
- Demonstrated experience in supporting website redesign or upgradation processes.
- Strong understanding of user-friendly content structure, navigation and visual communication.
- Experience working with civil society, development, advocacy or network-based organisations will be preferred.
- Strong analytical, communication and coordination skills.

Application Requirements

Interested consultants are requested to submit:

- Updated CV.
- Brief technical proposal outlining understanding of the assignment and proposed approach.
- Financial proposal.
- Examples of similar website design/advisory assignments.
- Proposed work plan and timeline.

Submission

Deadline: 20th September, 2026

Email: operations@awazcds.org.pk

Subject: EOI – Consultant for Design Support for Upgradation of PDA Website

Only shortlisted applicants will be contacted.