



MOVING THE GOALPOSTS

EMPOWERING GIRLS THROUGH FOOTBALL | KILIFI, KENYA

Terms of Reference for Salesforce Customization

Background

Moving The Goalposts (MTG) is a unique, community-based organization that has been in existence since 2002. Since inception, MTG has been recognized for its exemplary work in sports for development using football to reach out to over six thousand girls in rural and urban areas of Kilifi and Kwale Counties. The girls and young women aged 9-25 years old participate in MTG's football tournaments and ongoing leagues that are youth-led and include girls' advocates who promote healthy sexual choices, financial independence and female leadership in the community.

MTG seeks to strengthen its Monitoring and Evaluation processes by customizing the salesforce CRM to improve the existing monitoring and results system by automating the same with key focus on monitoring, learning and evaluation, stakeholder management, grant management as well as program/project management.

Objectives

The overall objective of the consultancy is to refine MTG's business process, design and implement a standardized automated Monitoring and Evaluation system customized from Salesforce CRM. The said system will be a comprehensive computerized Management Information System product for MTG Programs to achieve cost effective, user friendly, functional and responsive tracking of activities to suit MTG needs.

This will enable MTG track and manage program/project activities in a manner that provides the right information to key stakeholders at the right time to promote adaptation and timely response to Program and Project needs as they arise and thereby facilitate informed decision making

Specific Objectives of the Consultancy

1. Interact with and audit ongoing programs, monitoring, learning and evaluation processes, identifying gaps, avenues for data collection and processes of performance review.
2. Design and customization of salesforce platform to automate program management, grant management, Monitoring, Learning and Evaluation systems integrating existing project based M&E systems
3. Develop an M&E system with the following functions but not limited to:

- a) Program profiles with program planning capability.
 - b) MTG strategic objectives and specific program/project indicators, impact/outcome/outputs.
 - c) Data collection tools and templates.
 - d) Input analysis template with import and export functionality from and to MS Excel, pdf etc.
 - e) Offline capability to allow users work offline then upload data later.
 - f) Inbuilt templates for report generation capable of auto-generating weekly reports from daily reports and monthly reports from weekly reports.
 - g) Different levels of accessibility and security
 - h) Reports, generate notification emails for approaching and past deadlines of periodic reports with automated escalation in case of default
 - i) Dashboard indicators for quick visibility at different levels.
 - j) Attached documents capability
4. Automate grant management system to track each grant performance based on activities, schedule, budget and reports.
 5. Automate stakeholder management system to create a database of partners and stakeholders, providing capability for MTG to interact with them.

Scope of work and Key deliverables

For all the key activities and deliverables mentioned below the consultant will work closely with MTG's focal point. The consultant's tasks will include but not limited to:

Deliverables

- a) Interact with ongoing/current project management procedures, grant management processes, monitoring and evaluation processes including data collection, analysis and dissemination and develop an inception plan
- b) Design and customize Salesforce to deliver Monitoring, Evaluation and Learning System that includes MTG program planning, grants management and stakeholder management. The modules should be able to generate reports and should be compatible with Microsoft Windows Operative systems, Ms. Office and standard internet browsers.
- c) Ensure that the system maintains the integrity of data during and after the M&E System implementation.
- d) Provide a high security and cost effective computerized system.
- e) Provide proper documentation for all the modules customized and installed.
- f) Provide training and reference manuals for different users.
- g) Provide 1 year's post implementation support to MTG.
- h) The implementation will kick off two weeks from the date of sign off

Firm/Person Qualifications

- 1) The firm/person should have demonstrated experience in customizing Monitoring and Evaluation systems from salesforce for Non-governmental organizations (minimum five years and three references).
- 2) The firm/individual selected should have consultants with a minimum of 5 years' experience in the following areas: Software development, Project management, Monitoring and evaluation.
- 3) The firm/Person selected should provide proof of partnership with Salesforce.
- 4) The firm should have sufficient staff to provide uninterrupted service to MTG during the project.

Submission

Interested consultants should submit their proposal including the following,

- A cover letter explaining their background and relevant experience
- Brief description of similar assignments accomplished and reference information of organisations worked for.
- Technical and Financial proposals detailing the understanding of the ToR, methodology and schedule of tasks

Interested individuals/firms should send their expression of Interest to Moving The Goalposts by email to humanresource@mtgk.org by 31st December, 2018. Questions on the expression of interest and substance of the assignment can be addressed to the same email.

Note: Individuals/firms who qualify will be invited to be interviewed