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**METEOROLOGICAL SERVICE BRANCH OF THE**

**MINISTRY OF ECONOMIC GROWTH AND JOB CREATION**

**REQUEST FOR SERVICE**

**Position**:  **Website development, and Design Consultant**

## Project Name: Building Resilience through Climate Innovation Technologies: Redesigning MSJ’s website portal and informational services

**Location: Jamaica**

**Duration: 3 months**

**Expected Starting Date: October 1, 2022**

**Contract Type: Short-term Contract**

**Duty Station: MSJ, Kingston, Jamaica WI**

**BACKGROUND**

The Meteorological Services of Jamaica (MSJ) is the premiere weather forecasting and weather information services provider in Jamaica. MSJ comprises of three distinct branches that provide services in the areas of Administration and Support, the Weather, and the Climate.

The Weather Branch is concerned with the observation and forecasting of weather conditions over and around the island while the Climate Branch is responsible for maintaining a current database of the climate of Jamaica and for the utilization of this data in informing productive sectors of the country.

The MSJ is currently redesigning its forecasting communication and display methodology under the Building Resilience Through Climate Adaptation Technologies (BReTCAT) Project. The BReTCAT project will output new forecast designs using improved language and display; a mobile app for weather forecasting; a data platform and a redesigned website.

Through the support of this program, the MSJ envisions a new design of its website to improve the flow, aesthetics and reach of the website, incorporating the BReTCAT deliverables.

**The Website:**

There are ~1.5 million smartphone users in Jamaica. An increasing number of them use their phones to access weather information on the mobile internet; however, according to the BReTCAT Baseline Survey, very few do so through the MSJ website.

The following challenges currently exist:

* The MSJ website is currently outdated and needs significant improvement and upgrades.
* The website does not display prominently the latest weather forecasts and weather warnings. Many of the data displays do not function properly or at all
* It is difficult to navigate

The website, therefore, requires improved automation of the data and some functionalities, a new flow, and a more innovative look and feel that corresponds with its counterpart products.

**OBJECTIVES**

The Website development, and Design Consultant (The consultant) will be primarily responsible for the redesign and update of the Meteorological Service of Jamaica website. The consultant will design the new flow and aesthetics of the website along with aligning the updated verbiage for different aspects of the new website.

The primary aim of the website redesign is to put the latest weather forecasts and warnings on the home page and to make weather and climate information about Jamaica easier to find, understand and use.

Some of the updates are required to enable the website to display a suite of new and enhanced weather information products that MSJ is currently developing in partnership with the Building Resilience Through Climate Adaptation Technologies (BReTCAT) Project.

The objective is to make the MSJ website easier to use and more attractive as a comprehensive source of weather and climate information.

At present, forecasts, warnings, and related types of weather information are difficult to find on the website. None are displayed automatically on the home page. Instead, they have been hidden away on secondary pages, where most do not display properly.

The Consultant is expected to make the MSJ’s website more user-friendly, provide easier access of information and content to users and provide real-time data obtained from a variety of sources.

The changes proposed aim to:

* Give prominence to the latest weather forecasts, including seasonal forecasts, and weather warnings and make them easy to access, understand and use to inform timely and appropriate action
* Correct faults which prevent the correct display of weather information on both the main website and the mobile version of the website
* Accommodate the display of new and enhanced weather forecasts created with support from the BReTCAT Project
* Incorporate MSJ’s new Bush Fire Index
* Make the website easier and faster to navigate for people seeking weather information.
* Make the weather information displayed easier to understand and use
* Create strong links between the website and a new generation of MSJ communication platforms on the internet

These measures do not amount to a full-scale redesign of the website, but they would massively improve MSJ’s ability to communicate time-sensitive weather information directly to the Jamaican public.

**DURATION**

The Consultant will have an estimated contract period of 3 months.

**SUMMARY OF DUTIES**

The consultant will lead the development, redesign, and upgrade of the Meteorological Service of Jamaica (MSJ) website to include updated features, integration of data portals, etc.

The main duties are described as follows:

1. Make the MSJ website a more useful and attractive source of information about the weather in Jamaica
2. Ensure that all MSJ weather information products, including warnings of high-impact weather are displayed prominently on the website
3. Highlight the latest weather forecast and all warnings of high-impact weather that remain valid on the home page of the website
4. Make weather information easier to find by improving the navigation pathways through the website’s system of menus and sub-menus
5. Make weather information easier to find by providing direct links from each page to key information products
6. Ensure that all the weather information content on the website displays correctly and is updated in a timely manner
7. Explain clearly in plain language how to interpret and use the visual displays of weather information
8. Signpost forecast users to relevant information about recent weather observations that can assist their decision-making, such as wind maps, weather radar displays and data from automatic weather stations
9. Create a feedback loop to support future improvements
10. Ensure that the website correctly displays the enhanced weather information products created with support from BReTCAT
    * The enhanced Local Forecast, which will incorporate the location-based forecast summaries that were previously displayed separately in the Towns and Cities Forecast
    * The enhanced Marine Forecast
    * The new Five-day High-Impact Weather Forecast
11. Develop strong links between the MSJ website and other MSJ platforms of communication on the internet
    * The planned MSJ weather app
    * The proposed MSJ Facebook page
    * The proposed Instagram accounts
    * MSJ’s existing Twitter account
    * The proposed WhatsApp groups for disseminating the Marine Forecast

**DELIVERABLES**

The consultant will be required to carry out and implement project activities and submit a comprehensive report of each activity executed.

**PERFORMANCE CRITERIA**

1. Full execution of development needs.
2. Timely completion of activities within budget and meeting objectives.
3. Report completed on the final output of the agreement submitted in a timely manner.

**REMUNERATION**

An industry-leading package will be offered to the successful candidate commensurate with the individuals/organizations qualifications, experience, and ability.