



**Royal Thai Embassy in Brasilia Announcement**  
**Recruitment for a contractor to develop, maintain, host, and promote**  
**the Embassy's website**

---

The Royal Thai Embassy in Brasilia is recruiting a contractor to develop, maintain, host, and promote the Embassy's website. The recruitment and selection process are as follows:

**1. SCOPE OF WORK**

The contractor will be required to accomplish the tasks in consultation with the Embassy which meets all requirements of the Terms of Reference (Attachment).

**2. REQUIRED QUALIFICATION AND EXPERIENCE**

2.1 Relevant expertise and ability to meet the technical requirements of the assignment

2.2 Experience in web development and graphic design

2.3 Experience with web servers (Apache, Tomcat, IIS, Zope etc.)

2.4 Advance knowledge of the modern web development technologies, HTML, ASP, PHP, SQL, JavaScript, CSS

2.5 Knowledge of W3C standards such as XHTML, HTML5, accessibility standards, content sharing standards such as RSS/RDF and Open Archives Initiative

2.6 **Ability to develop the website with a very fluent trilingual including Thai, English, and Portuguese**

**3. DURATION OF CONTRACT**

The contractor would deliver the assignments and provide the services with reference to the Terms and Reference from signing of contract to 25 September 2021.

#### **4. Recruitment and selection process**

4.1 Interested candidates should submit their proposal package and CVs; in case of agencies, background information about the company together with CV(s) of the person(s) engaged in the assignment.

4.2 Proposal package should also include:

- Detailed proposal that meet with the aforesaid requirements
- Competitive budget proposal of the assignment for the competition

4.3 Proposal package should be submitted by **5<sup>th</sup> February 2021, 18.00 Hrs.** to:

- Via email: [jttantipak@gmail.com](mailto:jttantipak@gmail.com). Please indicate "Proposal for the Royal Thai Embassy's website" in the subject line of an e-mail

- By hand: The Royal Thai Embassy in Brasilia, located at SEN-Av. das Nações Lote 10 CEP: 70.800-912 Brasilia/DF

4.4 The contact person for this competition is Mr. Jirattidol Tantipakdee, First secretary, email: [jttantipak@gmail.com](mailto:jttantipak@gmail.com) or Tel. (5561) 3224-6943

After finishing the above-mentioned recruitment and selection process, the Embassy will announce the selected contractor via the Embassy's website.

Announced on 27 January B.E. 2564 (2021)

Royal Thai Embassy in Brasilia



**Terms of Reference**  
**Website Development, Maintenance, Hosting and Promotion**  
**for**  
**The Royal Thai Embassy in Brasilia**

**1. OBJECTIVE**

The Royal Thai Embassy in Brasilia is seeking a contractor to develop, maintain, host, and promote the existing Embassy's website ([www.thaiembassyinbrazil.com](http://www.thaiembassyinbrazil.com)) on open-source platform in order to promote the Embassy's activities and Thailand's images and to provide information of the Embassy and Thailand for relevant audiences and clients through the online environment. The Objectives of the contract are also to develop the user-friendly website and to offer a visible web presence for the Royal Thai Embassy.

**2. SCOPE OF WORK**

The contractor will be required to accomplish the tasks in consultation with the Embassy which meets the following criteria:

**2.1 Graphic design and web architecture creation**

- Develop and add a graphic design of the website of the Royal Thai Embassy of Brasilia ([www.thaiembassyinbrazil.com](http://www.thaiembassyinbrazil.com)). The new design should be modern, appealing, correspond to the content, facilitate easy navigation for visitors, and **represent Thainess**.

**2.2 Website development, decoding, and system**

- Programming and decoding using compatible and commonly used scripts that meet the requirements of different browsers, PC/Mac/Linux and screen resolutions
- Determine appropriate compression techniques, resolutions, sizes, color maps, and depths to ensure that images are delivered at sufficiently high speed and quality
- Programming the website language that can be used in Microsoft ASP.NET, Java Script, HTML, CSS, and PHP
- Maintain cross-platform, cross-browser compatibility, so that the website is accessible from a variety of different environments and electronic devices (pocket PC, wireless devices, etc.)
- Register the domain name with major search engines: implement common Search Engine Optimization (SEO) techniques to improve search engine rankings of the website
- Register and provide the web server for the domain and website
- Maintain web statistics system for each page of the website
- Ensure that all pages are "print-friendly"
- Incorporate other web-based applications into the website
- Design and establish anti-hacker and antivirus plan for the website as well as ensure that the website secured and authenticated access

### **2.3 Content development**

- Develop a secure, extensible, and user-friendly content management system that allows the Embassy to edit and create pages, as well as post and upload images.
- Built capacity to upload document (any file format) and embed and host video and audio files
- Maintain full editorial control of content without dependence of outside contractors
- Develop **TRILINGUAL (Thai, English, and Portuguese)** versions of the website
- Create HTML documents and graphics, logos and related multimedia content for implementation in the Web

### **2.4 Testing**

- Check and fix bugs, diagnose and fix the problems detected
- Check W3C compatibility and scripts of the entire site
- Make recommendations for a backup/restore plan
- Check the website security

### **2.5 New features**

- Develop the online platform for Thai people in Brazil, Guyana, and Suriname to register on the Embassy's website. This includes back office operations which gather and display the information from registration for the Embassy usage.
- Establish the platform that can circulate news and information on the website to the registered audiences via the Embassy's email.
- Create online appointment scheduling and online applicant tracking platforms in the Embassy's website for audiences of the Embassy's consular services.

### **2.6 Follow-up, hosting, and maintenance**

- Host services and provide maintenance until the end of the contract including support for uploading a new content, technical assistance, trouble shooting, bug fixes, and monthly backup
- Train relevant Embassy's staff on how to maintain the website and update its content
- Create manual for website administration
- Provide technical administration of the website to ensure that it meets performance requirements and is operating efficiently

### **2.7 Website promotion**

- Advertise the Embassy's website and increase the visibility of the website in order to reach and attract more relevant audiences
- Boost the Embassy's website to be the top of Google Search Results

## **3. REQUIRED QUALIFICATION AND EXPERIENCE**

3.1 Relevant expertise and ability to meet the technical requirements of the assignment

3.2 Experience in web development and graphic design

3.3 Experience with web servers (Apache, Tomcat, IIS, Zope etc.)

3.4 Advance knowledge of the modern web development technologies, HTML, ASP, PHP, SQL, JavaScript, CSS

3.5 Knowledge of W3C standards such as XHTML, HTML5, accessibility standards, content sharing standards such as RSS/RDF and Open Archives Initiative

**3.6 Ability to develop the website with a very fluent trilingual including Thai, English, and Portuguese**

#### **4. DELIVERABLES**

The assignment would be considered to have been delivered on:

4.1 The website development is completed and all requirements and conditions are met as stated in the TOR

4.2 The contractor runs the completed website for security check

4.3 The user training is complete

4.4 The full source code and backup are given by the contractor to the Embassy in an external hard drive or handy drive on closing of the contract

4.5 Transfer of all user rights to the Embassy

4.6 The website hosting and maintenance until the 25 September 2021

#### **5. DURATION OF CONTRACT**

5.1 The contractor would deliver the assignments and provide the services from signing of contract to the 25 of September 2021

#### **6. PAYMENT**

The payment shall be made as below:

6.1 After deliverance of the completion of the assignment with reference to the scope of work No. 2.1 – 2.5: 50% of the budget in the contract

6.2 After deliverance of the website hosting, maintenance, and promotion with reference to the scope of work No. 2.6 – 2.7, from signing of contract to 25 June 2021: 25% of the budget in the contract

6.3 After deliverance of the website hosting, maintenance, and promotion with reference to the scope of work No. 2.6 – 2.7, from 26 June – 25 September 2021: 25% of the budget in the contract

#### **7. COPYRIGHTS**

The Royal Thai Embassy in Brasilia will hold exclusive rights to all design and other work products contained on the website.

#### **8. CONTACT INFORMATION**

8.1 Interested candidates should submit their proposal package and CVs; in case of agencies, background information about the company together with CV(s) of the person(s) engaged in the assignment.

8.2 Proposal package should also include:

- Detailed proposal that meet with the aforesaid requirements
- **Competitive budget proposal of the assignment for the competition**

8.3 Proposal package should be submitted **by 5<sup>th</sup> February 2021, 18.00 Hrs.** to:

- Via email: [jttantipak@gmail.com](mailto:jttantipak@gmail.com). Please indicate “Proposal for the Royal Thai Embassy’s website” in the subject line of an e-mail

- By hand: The Royal Thai Embassy in Brasilia, located at SEN-Av. das Nações Lote 10 CEP: 70.800-912 Brasília/DF

8.4 The contact person for this competition is Mr. Jirattidol Tantipakdee, First secretary, email: [jttantipak@gmail.com](mailto:jttantipak@gmail.com) or Tel. (5561) 3224-6943