LOOKING TO HIRE

Professional Service Provider

Development and design of landing page, purchase of server, domain name & stock photos with full license for the global consortium of Urgent Action Funds (UAF-WHR, UAF-A&P, UAF-A and UAF-LAC)

Task: The global consortium of Urgent Action Funds seeks a consultant or firm with relevant expertise in web development, information technology and UX (usability), to design an accessible landing page for the UAFs consortium, through a collective process. The main objective of this project is to develop an inclusive and dynamic landing page that will reflect the unique work, reach and personality of the consortium of four Urgent Action Funds (UAFs).

The UAFs’ landing page is a standalone page that will provide specific information about the four Sister Funds including the consortium’s HERstory, information about our principles, links to each Sister Fund websites, joint activities, and a mapping to show the grant making approach and its global impact in supporting women and non-binary/transgender human rights defenders across the regions where the Sister Funds operate.

Application Deadline: October 18th 2019

Background:

- Urgent Action Fund, Women’s Human Rights – UAF-WHR (Europe, Russia, the Caucasus, Central Asia, Turkey, the Middle East, the United States, and Canada)
- Urgent Action Fund, Africa – UAF-Africa
- Urgent Action Fund, Latin America – UAF-LAC
- Urgent Action Fund, Asia and Pacific – UAF A&P

All four organisations of the Urgent Action Sister Funds actively operate, independently and collectively, protecting and strengthening the work of women and gender non-binary human rights defenders across the world at their most critical moments.

We provide Rapid Response Grants to women and gender non-binary/transgender human rights defenders who urgently seek respite during times of threat to their livelihoods and their activism.

Urgent Action Sister Funds subscribe to the greater women’s rights movements worldwide, in
our support to women’s rights activists striving to create cultures of justice, equality, and peace. We also collaborate on advocacy and alliance building in order to mobilize broader support for the work of human rights defenders throughout the world.

The successful contractor will be required to design, develop and test a landing page, purchase of server, domain name and stock photos of the global consortium of Urgent Action Funds, within the designated timeline and will need to meet the following criteria:

**Design Expectations:**

- Design and present three conceptual template designs.
- Purchase stock photos with full copyrights — provide a full report around the best picture banks, good plans for buying necessary images, and options that will fit the purpose of the landing page.
- Appealing colour schemes using the consortium’s brand guidelines.
- Ensure a responsive landing page to optimize any device.
- Optimize the site for low bandwidth users.
- Simple navigation based on the usability of the consortium main public target.
- Well mapped out backend and content-management strategy.
- Enable archiving and unpublishing of content.
- Three main languages availability and incorporate multilingual translation software to reflect other working languages of the consortium.
- Create navigation links to the four UAF Sister Fund websites.
- Making a landing page accessible according to the Consortium's equity, diversity, and inclusion efforts.
- Design a simple global mapping of grants delivered by fund and countries, in a timeline to the present. Self-manageable in the backend.
- Deliver a functional and fully proven landing page to the consortium by February 2020.

**Supervision & Quality Control**

The Supervision and Quality Control for the Contractor will be primarily carried out by the four Sister Fund Communications Coordinators, led by UAF-LAC. The final product will be approved by the Project Management Team which includes the four Communication Coordinators of each Sister Fund, prior Executive Directors sign off regarding content and data.

The consortium will provide content for the landing page however, where additional information is required by the contractor, such information could be obtained through interviews with the four Sister Fund Coordinators or any other staff within the Consortium.

The execution process will begin with consultation with the four Communication Coordinators of each Sister Fund to determine the structure and content of the landing page. The consortium will provide Discussion between contractor and the Communications team to agree on the information architecture of the landing page and selection from the three designs presented.
Design/structure selected by the Communications team will be shared, reviewed and approved by the Executive Directors of each Sister Fund.

**Copyright**

Urgent Action Sister Funds will hold exclusive rights to all design and other work products produced under this Contract. Should the Contractor require use of any elements of the landing page in their portfolio, they will require written permission from the Project Manager of the Urgent Action Fund responsible for Communication area of this project.

**Proposal Structure**

Quotations should be structured as follows and provide complete details as indicated:

1. Company Profile (Board of Directors, Office location(s); key staff to be involved and
   a. Their relevant experience.
   b. Understanding of the Scope of Work.
2. Proposed Methodology / Approach and detailed Timeline with Deliverables
3. Detailed Cost Break-down
4. Sample(s) of similar work done
5. Proven experience of working with organizations from different contexts and regions and with non-profit women’s rights organizations.

Once a contract has been signed, within 15 working days, a mock-up of the proposed *Landing page* using InVision App or any other project collaborative tool should be presented to Urgent Action Sister Funds.

For more information about the four Sister Funds, please read about our missions on our websites:

- [https://urgentactionfund.org](https://urgentactionfund.org)
- [https://www.uaf-africa.org](https://www.uaf-africa.org)
- [https://www.fondoaccionurgente.org.co/](https://www.fondoaccionurgente.org.co/)
- [https://www.uafanp.org](https://www.uafanp.org)

**All interested applicants should send their proposal in line with the structure listed above to uafsisterfunds@protonmail.com** until **October 18th 2019**