



Social Enterprise Ecosystem Project

Request for Proposal Web Design and Developer

Job type:	Short-term consultancy
Length:	18 days
Location:	Ottawa and remote
Application due date:	Jan 6, 2020
Duration of the assignment:	Jan 13 – Feb 14, 2020

Introduction

The [Social Enterprise Ecosystem project](#) (S4ES) is a Pan-Canadian project being implemented through an innovative collaboration among five partners (the Canadian Community Economic Development Network, the Chantier de l'économie sociale, Buy Social Canada, Social Enterprise Institute, and Social Value Lab). Funded by the Employment and Social Development Canada (ESDC) and the [McConnell Foundation](#), S4ES is taking an integrated approach to developing business skills, markets, finance and impact practice to scale-up accessible, self-sustaining platforms for social enterprises.

The overarching goal sought by the project is to establish an ecosystem of accessible, self-sustaining platforms that build capacity, expand markets, increase access to finance, and improve impact measurement as part of a more robust national social enterprise development ecosystem.

In the last years, S4ES has developed various tools and resources tailored to the different stages of social enterprise development. Also, S4ES established networks with like-minded organizations across Canada. S4ES recently conducted a marketing strategy that reflects our journey, achievements, and identify opportunities. We believe every community should prosper. It shapes our brand positioning as a **social change partner that connects social enterprises to a community of knowledge, expertise and specialized resources to help them succeed.**

As such, this new role calls for more engaging, client-centred content of the [S4ES website](#) as the main communication platform. Therefore, **S4ES is seeking a qualified consultant to help us redesign and develop the S4ES website as well as create/update client-centred content.**

Objective of the assignment

The main objective of this assignment is to deliver a redesigned S4ES website, including updated content, layout, embedded features and links that embody the S4ES brand truth, positioning, and values.

The consultant will coordinate and report to the S4ES Program and Engagement Manager to undertake the following tasks and responsibilities:

1. Gather and compile existing content
2. Adapt existing content and create new content, consistent with new look and feel
3. Map and build new website by using WordPress, taking into considerations:

- a. Clear and systematic structure
 - b. Aesthetics, intuitive layout and user design interfaces with consistent look and feel that promote S4ES branding and messaging
 - c. Install plug-ins and write well-designed, testable, efficient code by using best software development practices
 - d. Ensure system security (e.g. firewall, anti-spam)
4. Develop and embed features of the new S4ES website (e.g. videos, survey and assessment tool, lead generation database, web analytics, downloadable assets, podcasts, webinars)
 5. Ensure bug-free and compatible for free desktop and mobile platforms
 6. Develop manual/guide on how to update future contents (e.g. images, plug-ins, videos) and quick troubleshooting
 7. Any other tasks that may be discovered as progressed will be subject to discussion and approval by S4ES

Working arrangement

The consultant will coordinate and report to the S4ES Program and Engagement Manager, who is based in Ottawa. While work can be done remotely, the consultant is expected to have regular face-to-face meetings to discuss and demonstrate progress. A working space is provided at S4ES office.

Proposed Timeline

Deliverables	Estimated Level of Effort (days)	Due Date (TBC)
Initial meeting with S4ES	0.5	Jan 13
Gather and compile existing content	1.0	Jan 13
Adapt and create new content	2.5	Jan 17
<i>S4ES approval</i>		Jan 21
Map and build new website using WordPress	8	Jan 31
Present working prototype to S4ES	0.5	Feb 3
Refinement and revisions	2	Feb 6
Present 2nd prototype to S4ES	0.5	Feb 10
Write manual for future content updates and troubleshoot guide	2	Feb 10
Train S4ES team on future maintenance and website update using the manual	1	Feb 13
<i>S4ES approval</i>		Feb 14
Total	18 days	

Consultant's Expertise and Qualifications:

- Proven working experience in web programming
- Top-notch programming skills and in-depth knowledge of modern HTML/CSS/WordPress
- A solid understanding of how web applications work including security, session management
- Competency to write contents with marketing and communication design (essential)
- Knowledge of relational database systems
- Knowledge and experience of customers relationship management
- Hands-on experience with network diagnostics, network analytics tools
- Knowledge of UX design and search engine optimization process
- Aggressive problem diagnosis and creative problem-solving skills
- Strong organization skills to judge multiple tasks within the constraints of timeliness
- Relevant degree or certification in computer science or a related field
- Ability to have regular face-to-face meeting and present works at S4ES office in Ottawa
- Proven professional experience developing website and contents using participatory methods
- Excellent and courteous communication skills
- Knowledge of the Canadian social enterprise ecosystem (an asset)

Submission:

Interested individuals are invited to send current **CV, cover letter (including proposed consultant fee)**, and **sample of portfolio**, via email to the following address by **Jan 6, 2020** to:

Muhammad Andri Mulia
S4ES Program and Engagement Manager
andri@s4es.ca

Please put “**S4ES Web Design and Developer**” in your email subject.

S4ES thanks all applicants for their interest; however, only shortlisted applicants will be contacted.