

INVITATION TO TENDER - REDEVELOPMENT OF THE CAJ WEBSITE

September 2021

1. ABOUT CAJ

CAJ is an independent human rights organisation with cross community membership in Northern Ireland and beyond. It was established in 1981 and lobbies and campaigns on a broad range of human rights issues. CAJ seeks to secure the highest standards in the administration of justice in Northern Ireland by ensuring that the Government complies with its obligations in international human rights law.

2. CONTEXT OF THE PROJECT

Our existing website, www.caj.org.uk, was developed in-house with WordPress and launched during 2017. We are seeking to develop a new website with a similar structure to the present one and updated visuals and features. External and internal feedback suggests the current website is too text heavy and is hard to navigate – in particular, visitors have noted that it is difficult to filter our publications and find specific documents. We would like to proactively fix these issues in developing the new website.

3. PROJECT SCOPE

- 1) With input from the staff team, undertake a review of CAJ web communications, needs, and priorities.
- 2) Develop a new website in line with the above.
- 3) Populate the website with new or existing content, as relevant, for launch.
- 4) Build organisational capacity to maintain website and use it as an effective communications resource. This should include training for CAJ staff on how to update the new website.
- 5) Coordinate the launch of the new website.
- 6) After launch, provide ongoing (annual) support to ensure smooth running of the website.

4. CAJ REQUIREMENTS FOR THE NEW WEBSITE

We are looking to develop a visually appealing website with multiple sections of content, to include a concise overview of our work, a news (or 'latest') section, and a publications 'library' with appropriate filters and a search bar. It should be possible to make donations to CAJ via the website (currently this can be done through PayPal and Local Giving). The site structure should be simple and easy to navigate. It should also be easy for staff members to add new posts. We will provide all copy for the website.

Additional features required:

- Site tones in with existing CAJ branding.
- Site is set up on Google Analytics. from day 0.
- Integrated SEO features.
- Change in domain name from '.org.uk'.
- High quality security features to prevent attack / protect data.

- Ongoing web support provided as part of the annual plan for the website. Depending on cost, this could include some 'development' hours for making improvements and adding new features to the site each year.

4. BUDGET AND PAYMENT

The maximum budget available, to be paid inclusive of VAT, is:

- £5,000 for the review and redevelopment of the CAJ website, including staff training on how to update the new site.
- Additional money is available to cover annual hosting and support costs.

5. TERMS AND CONDITIONS

A contract will be drawn up with the successful contractor to detail the engagement, timescales, and conditions. The contractor will be expected to remain in regular contact with CAJ and provide updates as agreed. In the context of the current pandemic, the work of CAJ is primarily being carried out remotely and it is anticipated that this will continue for the foreseeable future. It is therefore expected that the contractor will also work remotely on this project, with contact undertaken via email and online meeting platforms, such as Zoom.

6. PROJECT PROPOSAL REQUIREMENTS

Project proposals should, at a minimum, include the following information:

- 1) An introduction to your company.
- 2) A clear outline of how your project proposal meets our requirements for the new CAJ website (as outlined in the sections above). Please include a proposed timeline for the project, and also state which content management system and analytics system will be used.
- 3) A clear indication of costs (broken down as needed).
- 4) Examples of previous work (this can be links to previous projects you have completed).
- 5) Your contact details.

7. SUBMISSION DETAILS AND DEADLINE

The deadline for submission of project proposals is **5pm on Monday 11 October 2021**. They should be emailed to CAJ on robyn@caj.org.uk. For further information on this project, please email CAJ's Communications and Equality Coalition Coordinator, Robyn Scott, on robyn@caj.org.uk or call her on **075 1994 1203**.

-ENDS-