

Request for Proposals: Web Development Contractor

January 2023

Project Background

In 2020, Verité received a grant from the Walmart Foundation to fund the development of a company-facing tool to support employers' efforts to implement and monitor Employer Pays recruitment policies in their operations and extended supply chains. The resulting web-based tool is the Recruitment Cost Calculator (RCC), which contains up-to-date fee and cost data for the recruitment of foreign migrant workers (FMW) in select migration corridors. In 2023, Verité received additional funding to add new corridors to the existing RCC data, and to strategically disseminate and promote uptake of the RCC by employers and other key stakeholders.

Verité is seeking to hire a Web Development Contractor who will be responsible for updating the programming and coding of the web-based Recruitment Cost Calculator (RCC) and its design to reflect changes to its structure and features.

Scope of Work and Timeline

The Web Development Contractor will be responsible for enhancing, and supporting the launch of, a revised version of the RCC. The Contractor will be expected to accomplish this by carrying out the activities described under the following four phases of work:

Phase One: Development

- Review and update site-level content strategy and information architecture
- Ensure the RCC code is sustainable and allows easy integration of new corridors and functionalities
- Provide an easy, intuitive, and secure-to-use CMS that allows for customization of the content (text, images, data)
- Ensure the security of data and ADA compliance (Accessibility Requirements (WCAG 2.1 AA; Accessibility Section 508 Standards)
- Document all technologies and plugins that need to be used to meet strategic and technical requirements of the RCC platform
- Optimize on-page SEO (pre-launch)

Phase 2: Design

Ensure a solid and cohesive content strategy and visual design direction (e.g., color palette, typeface)

- Document functional and strategically aligned visual elements and provide new wireframes as needed for:
 - New graphs and charts containing cost estimate summaries.
 - Additional data input sections for complementary cost estimations
 - New interactive features, such as information/dialog boxes
 - Any interface changes and improvements

Phase 3: Launch

- Conduct the final phase of testing, including server integration, DNS propagation, security, etc.
- Integrate analytics software
- Customize 404 pages
- Navigation tree coherence (URLs, correct set-up for all pages, naming, etc.).

Phase 4: Post-Launch

- Prepare all approved wireframes, designs and document functional specifications for future reference
- Provide training session for Verité staff on how to manage the RCC content and review how content entry works for the new elements of the website

Timeline

- The anticipated start date for this work is in mid- to late-January 2024.
- The anticipated completion date for this work is April.

Evaluation Criteria

The Contractor must meet the following qualifications:

- Work experience as Web Developer
- Experience and familiarity with various programming languages, such as PHP, jQuery, ASP.NET, JavaScript, and/or Ruby on Rails
- Familiarity working with HTML/CSS
- Substantial experience creating the design and layout of a website or web pages, including experience creating brand new websites or updating an already existing site
- Expertise in and experience working in WordPress
- Proficiency using the following software:
 - Adobe Suite – Photoshop, Illustrator, InDesign
 - API web integrations
- Experience working on User Experience (UX) and User Interface (UI)
- Fluency in the English language, and Spanish-language skills

Instructions for Submission



To submit a proposal for consideration, please send the following documents to Sarah Wentz, Senior Grants Manager at swentz@verite.org, with a copy to Georgina Vazquez de los Reyes, Senior Program Manager, at gvazquez@verite.org by **11:59 p.m. Eastern Time on Wednesday, January 19, 2024.**

- CV or resume; or explanation of required qualifications, experience, and expertise.
- Cost proposal, including daily rate and estimated number of days needed for this work. Any additional expenses or professional fees you would charge should also be included.
- Proposed schedule for completing each phase of work described above.
- Web development portfolio.

Questions and requests for clarification may also be directed to Sarah Wentz and Georgina Vazquez de los Reyes. Proposals received after the January 17, 2024 deadline will not be considered.