Terms of Reference: Digital Communication Consultant

<u>**Submission Deadline: 18 April 2022**</u>

Equinet

Equinet, the European Network of Equality Bodies, brings together 47 organizations from 36 European countries, which are empowered to counteract discrimination as national equality bodies across the range of grounds including age, disability, gender, race or ethnic origin, religion or belief, and sexual orientation. The network has been promoting equality in Europe through supporting and enabling the work of national equality bodies since 2007. It supports equality bodies to be independent and effective as valuable catalysts for more equal societies. Equinet is currently funded by DG Justice – Citizens, Equality, Rights and Values (CERV) Programme.

Equinet Website Support

Equinet has limited resources and knowledge in-house to efficiently manage its digital infrastructure and communication. We rely on the support of external expertise to help us manage and ensure a well-secured and well-functioning digital environment, as well as requesting ad Hoc support on a range of digital communication issues.

Equinet requires a web consultant to deal with the following on an on-going basis:

- Support in improving Equinet's experience within current IT environment
- Management, development, technical support and maintenance of the Altushost system (hosts the main website, the archive and migrate site, the thematic sites, and the CRM)
- Support & guidance when developing the Equinet members area

In 2022, Equinet hopes to develop its digital infrastructure, and would require guidance and support from the consultant in:

- Equinet website www.equineteurope.org
  - Regular maintenance, security update and reinforcement and support, including update the CMS & plugins and help fix bugs when they arise
  - Make suggestions to improve the user-experience on the website, including:
    - Analyse and improve performance issues
    - Improve the menu structure
    - Improve the home page
    - Develop the analytics dashboard for the website(s)
    - Develop the Online Library of Projects
    - Improve the SEO results
    - Improve the area relating to the work of equality bodies
    - Improve the general UX on the website
    - Improve how we present the members' work on the main website
- https://migrate.equineteurope.org / https://archive.equineteurope.org
  - Finalise archiving and migration of Equinet's old website
- AI & Equality http://ai.equineteurope.org/
  - Ensure any maintenance that is needed
- Equality2020 https://equality2020.eu/
  - Ensure any maintenance that is needed

- CRM https://crm.equineteurope.org/
    - Ensure support to Equinet team for clarifications or improvements where necessary
    - Add further functions to strengthen CRM's functions in customer relationship management as needed
- Members Area
    - Help create a user-friendly space for members to be able to exchange amongst each other, and for Equinet to be able to inform them of Network initiatives (events, publications, campaigns etc)

Potential additional needs

- Support in accessibility (for persons with disabilities) of online environments
- Advise and/or develop and/or update digital content (including video production) to feed event organisation and digital channels
- Advise on potential improvement proposals regarding IT technology, website and other online solutions coming from Equinet
- Upon Equinet's request, propose and/or develop further improvements and refinements to its technological capacity and footprint

It is foreseen that the work will be delivered remotely.

Necessary Skills

Equinet is ideally looking for a consultancy with a proven successful record of supporting network organisations, where knowledge of and/or experience with Equality Bodies is a "*plus*". We would expect the consultant to have the following skills set:

- Familiarity with current web standards and testing methods
- Experience in UI and UX
- Knowledge of PHP, HTML, CSS, Phyton, SQL databases
- Familiarity with WordPress, Drupal, Apache, SharePoint
- Experience with Adobe software applications
- Familiarity with current video editing standards
- Experience is motion graphic
- Experience in user support and manual production

Call for proposals

To recruit the consultant offering the best value for money, Equinet is launching a call for proposals, which runs until mid-April 2022. Consultants are expected to submit a proposal highlighting their past achievements, current capacities and skills, intended methods of working and actions in order to carry out the requested services and delivering the desired objectives.

The proposal should include:

- A clear and comprehensive presentation of the consultant and references to relevant previous work
- A list of the proposed actions and their expected results
- A proposed hourly or daily rate and a proposed general monthly schedule, along with conditions for guaranteed availability and response time

- The contract will be on a rolling monthly basis with a one-week notice (paid pro-rata of the monthly budget) in case of contract severance

Applicants will be informed of the award decision as soon as possible following the deadline for submission.

Submission of Proposals

A proposal of the suggested approach, methodology and proposed monthly workload as well as proposed budget and consultant CV should be submitted by 18 April to the attention of: Yannick Godin, Administration and Finance Officer: yannick.godin@equineteurope.org. The email title should read "Digital Communication Consultant".