

Terms of Reference: IT Consultancy (web development and digital communication assets management)

Submission Deadline: 12 February 2024

Equinet

Equinet, the European Network of Equality Bodies, brings together 48 organizations from 38 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 external expertise to help us manage and ensure a well-secured and well-functioning digital environment and require ad Hoc support on a range of digital communication issues.

Equinet requires support 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)

In 2024, Equinet hopes to further develop its digital infrastructure, and would require guidance and support from the consultant in the following areas:

- 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
- <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.equineteurope.org/>
 - Ensure any maintenance that is needed
- CRM <https://crm.equineteurope.org/>
 - This intranet was developed on Drupal to act as a CRM and a members-only area, where members can access information and files pertinent to the work of the Network. The system contains a database with institutional information of all

- member organizations, which will need to be linked to the [European directory of Equality Bodies](#).
- Ensure support to Equinet team for clarifications or improvements where necessary
 - Advisory on the improvement of current digital communication systems including:
 - Wordpress website:
 - Analyse and improve performance issues
 - Develop the Google Analytics 4 dashboard for the website(s)
 - Propose improvements for
 - Website structure
 - SEO improvement
 - Website UX
 - Consolidation of different websites
 - CRM
 - Assessment of current system/needs and recommendations for further development

Potential additional needs

- Support in accessibility (for persons with disabilities) of online environments
- 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, but consultant must be within no more than -1h or +1h of Central European time zone.

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 consultancy to have the following skills set:

- Experience with current web standards and testing methods
- Experience with WordPress, Drupal, and Apache
- Experience in UI and UX
- Knowledge of PHP, HTML, CSS, Python, SQL databases
- Experience in user support and manual production
- Familiarity with SharePoint and Tableau

Call for proposals

To recruit the provider offering the best value for money, Equinet is launching a call for proposals, which runs until 12 February 2024. Applicants 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/team 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 (including number of hours expected to cover these needs), along with conditions for guaranteed availability and response time.

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/team CVs/profiles should be submitted by 12 February 2024 to the attention of: Teresa Pedreira, Communication and Membership Manager:

Teresa.Pedreira@equineteurope.org. The email title should read “Digital Communication Consultant”.