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Call for Expressions of Interest

Website development

Starting date:	January 2019
Application deadline:	12 December 2018
Location:	Home-based (with visits to the PeaceNexus office in Prangins)
Language requirements:	English, French; Russian is an asset
Duration of assignment:	January – April 2019

THE PEACENEXUS FOUNDATION

PeaceNexus Foundation is a Swiss based foundation providing a range of services with the objective of strengthening the effectiveness of organisations that play a role in building peace. PeaceNexus collaborates with international organisations and local partners in its focus regions West Africa, Central Asia, Western Balkans and South East Asia (Myanmar).

PeaceNexus' communication strategy

PeaceNexus has recently agreed on a communication strategy that identifies the following priorities:

1. Empowering agents of change: PeaceNexus enables 'champions of change' within institutions to inspire and influence change from within their organisations. By targeting decision-makers with testimonials and evidence of results, PeaceNexus provides internal 'change champions' with good arguments for using the foundation's services.
 2. Influencing the world: PeaceNexus inspires people to invest their skills and means in social cohesion and peacebuilding, and provides advice to enable them to do so, including through mission-aligned investment and the Peace Investment Fund. The website needs to reflect the relevant frameworks, opportunities and messages.
 3. Enabling learning and collaboration: PeaceNexus enables peer-learning and promotes multi-stakeholder dialogue or coalition-building amongst organisations and individuals committed to social change and cohesion, including through events and initiatives. In future, PeaceNexus aims to share learning with a broader set of actors through practice papers and public events, supported by the website.
 4. Mobilising resources: PeaceNexus attracts, builds and retains the expertise and means necessary to serve its partners at the highest professional standards. In future, PeaceNexus aims to attract additional funding to serve its partners in the long run. The website will serve also this communication objective.
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The website will play a role in realising all these communications objectives, and the objectives are listed in order of priority for website development. If you are interested in responding to this Call, the complete communication strategy and organisational strategy can be requested from Anina Uhlig Anina.Uhlig@peacenexus.org.

Tasks

PeaceNexus invites individuals and companies to submit offers for the development of a website, meeting the following criteria:

- Modern and 'light' (less text heavy and more user-friendly/visual than current website)
- Fully optimized for different browsers and devices
- Providing guidance to the audience, so that users can find easily the information they are looking for
- More aligned with our current organisational strategy and structure, notably highlighting PeaceNexus' four regional programmes (for example with regionally specific landing pages) and making its three service offers (organisational development/conflict sensitivity/inclusive dialogue with business) easy to grasp

In particular, the offer should specify how it is going to address the following requirements:

- In regard to the 'champions of change' priority (no 1), it is important that key information will be tailored to context, and in addition to English be (partly) accessible in French and Russian.
- While PeaceNexus wants to hold on to the current logo/colors, the new website should come with a visual style guide that is also applicable to other communication materials.
- A language style guide and suggestions on how to ensure that language is used coherently and effectively across PeaceNexus' online and offline publications (including possible follow-on services in this regard, if the provider is in a position to offer these).

PeaceNexus welcomes offers that include an outline for the development of

- A wireframe/structure that describes how website visitors are guided to relevant content
- A visual style guide that takes PeaceNexus' image and logo into account
- A language style guide to inform PeaceNexus' text contributions to the website
- An implementation plan for the development of the different elements mentioned above, including the division of roles and content producing process for the initial development, and for the future maintenance. The implementation plan could also include optional elements related to content and tools.

PeaceNexus appreciates offers with detailed pricing, to better understand the financial implications of different options. Also, the offer should include an offer for follow-on support and maintenance, and how the materials developed for the website can be used/further developed for additional means of communication.

Timelines

PeaceNexus will celebrate its 10th year anniversary in May 2019 and would like to launch the new website before this occasion. The implementation plan should reflect this deadline.

Requirements

The consultant(s) is/are expected to demonstrate:

- Track record in successfully implementing communication strategies of organisations working on societal change, in advisory roles or in related fields, including through website development (please list examples and include links).
- A basic understanding of PeaceNexus' fields of expertise (peacebuilding, organisational development, conflict sensitivity and inclusive dialogue with business) and its partners.
- Ability to develop websites, and expertise in all relevant aspects like graphic design, visualisation, copy development in English/French/Russian OR access to such expertise and willingness to play a coordinating role. If a key element is missing, please highlight it in your offer – it will still be considered if otherwise strong.

Please submit your offer by 12 December 2018 to recruitment@peacenexus.org with the **subject line: Website Development *Company Name* or *First Name Last Name***. If you need additional information to develop your offer, please make an appointment for a call through Anina.Uhlig@peacenexus.org