

Tender: Management of www.whiteband.org

Tender Value: £35,000

Tender Submission Deadline: 4th July 2006

Tender Length: 12 months

Successful Bid announced: 11th July

Return tender documents or any queries to: <tender@whiteband.org>

Tender to begin: 18th July

GCAP PURPOSE:

The Global Call to Action Against Poverty (GCAP) is a worldwide alliance committed to making world leaders live up to their promises, and to put an end to poverty. In particular the coalition focuses on the following demands:

- Public accountability, just governance and the fulfilment of human rights.
- Trade justice.
- A major increase in the quantity and quality of aid and financing for development.
- Debt cancellation.

Purpose GCAP's web and email communications:

The purpose of the Whiteband.org website and other GCAP interactive communications is to ensure that people are inspired to take action and work together with civil society in the fight to end poverty. In particular the online and web communications will also need to;

- Support the work and profile of national GCAP coalitions.
- Support the work and profile of the month of mobilisation.
- Enable a effective online campaign mechanism.

The planned events for the month of mobilisation require online support in the areas of online marketing, audio and video file sharing, promotional and event specific content, reporting of events, email communication and e-campaigning.

Key GCAP Timelines:

July 06 – August 06 – Redevelopment and re-launch of site, planning and support for Month of Mobilisation.

September – October 06 – Month of mobilisation leading up to the 17th of October as the key date.

17th October 06 – November 06 – Follow up, event reports and impact of the Month of Mobilisation.

December 06 – July 07 – ongoing supporting the global growth of GCAP and the lead up to the German G8.

Overall responsibility of tender:

To revitalise the website and then effectively plan, prioritise, maintain and develop online and email content in accordance with GCAP objectives, mobilisations, supporter and member's communication and campaign needs.

REPORTING LINES:

The winning bid reports to and takes direction from GCAP E-Communications working group, with direct line management from the Chair of the GCAP E-communications working group. The GCAP e-communications group takes direction from GCAP's executive body, the International Facilitation

Team (IFT), which has delegated responsibility of e-communications to the E-communications group.

The winning bid will also need to work closely the GCAP mobilisation group to ensure adequate support for the Month of Mobilisation. The GCAP Mobilisation group will provide a key contact to liaise with.

The winning bid will also need to co-ordinate content from regional areas that will come via nominated representatives of the GCAP regional area.

BUDGET RESPONSIBILITY:

The winning bid must account for all money spent on this project. Monies not spent at the end of the contract must be returned. Monthly financial reconciliation of fund expenditure must be sent to Civicus.

TENDER DIMENSIONS:

- Management of high profile internet and external email communications for GCAP.
- Expert knowledge/experience of online communications
- Well developed negotiating and planning skills.
- Requires ability to analyse and communicate complex information to a wide range of audiences.
- Managing external suppliers of hosting, external mail management system and other support services.

KEY RESPONSIBILITIES:

- Work with the GCAP E-Communications team to shape the direction the editorial vision of GCAP's online communications and Strategy.
- Work with the GCAP Month of Mobilisation Task force and the GCAP E-communications group to ensure that Whiteband Month of Action is fully supported online.
- Create and manage an editorial plan for GCAP's online communications and contribute to intranet work.
- Rework the visual identity of www.whiteband.org with liaison with GCAP E-communications group.
- Commission, develop and edit content for the website.
- Work with the GCAP E-Communications Group to use analysis – in house, licensed and commissioned – to inform the content plan and to make frequent changes to the site.
- Identifies opportunities for the distribution of GCAP interactive media content to external websites.
- Review and recommend editorial changes and updates on the www.whiteband.org.
- Provide advice to key stakeholders (such as the Mobilisation group) on the optimal use of interactive media and how it can support GCAP objectives.
- Manage and assist national coalitions access to the Content Management system.
- Manage and delegate tasks and responsibilities to GCAP regional web editors, online communication interns and volunteers where applicable.
- Work with the GCAP Secretariat to produce and distribute the Public GCAP Email Newsletter.
- Work with the GCAP Online Communication Group and other key stakeholders Co-ordinate the integration of e-campaigning into the site.
- Make the GCAP E-communication Group aware of any major issues that could impact the website or the affect the goals or brand of GCAP.

**SKILLS &
COMPETENCE:**

Essential:

- High level of editorial experience in interactive media.
- Proven understanding of using web analysis and research to inform communication strategies.
- High level of interactive graphical design skills including interactive tools such as flash.
- High level of knowledge of CSS and current web standards.
- Excellent organisational and planning skills in a cross-team environment.
- Demonstrable ability to work effectively across teams, often applying strong negotiating and diplomacy skills.
- Proven decision making ability with a drive to achieve results
- Proven ability to think conceptually and analytically.
- Proven experience of managing people, both remotely and co-located.
- Proven experience of e-campaigning.
- Proven experience of managing public email newsletter production and distribution systems.
- Proven experience in managing websites via a content management system.
- Proven experience in web development, photo imaging and graphic design.

Desirable:

- Previous experience working a multi-lingual environment.
- Knowledge/experience of issues in International Development, social justice campaigns with an awareness of GCAP's work.

OTHER:

- This tender is open individuals and organisations.
- No reimbursements for re-location.
- Occasional unsociable hours to be expected, (particularly during the White Band Day Month of Action September – October 2006.)
- Must be prepared to be on an emergency contact list, in case occasional urgent communications or problem solving is required out of hours.
- The whiteband.org website is hosted with Zope/Plone Content Management System. www.plone.org. There is no scope for changing the Content Management System used.
- All costs associated with the staffing, development, maintenance, tools, content generation (of content not directly supplied by GCAP) and editing of materials must be included in the £35,000 budget.
- The winning bid must produce monthly financial reconciliation of fund expenditure to Civicus.
- Funds will be distributed in three instalments. 1. Acceptance of bid 30%. 2. December 2006 40%. 3. Completion of contract July 2007 30%.
- There will not be any additional funds.
- Cost of website hosting, translation of material and the Email management systems are not the responsibility of this tender process, and do not have to be accounted for within this tender bid.
- The budget for this project has been supplied as a grant by Oxfam GB, to Civicus, who will be administrate the funds on behalf of GCAP. The tender committee will be made up of an Oxfam representative and a representative from GCAP. The organisations represented by the tender committee will not be able to bid for this project.

Tender Documents to be submitted	<ul style="list-style-type: none"> • Proposed timeline of re-development of website to ensure that the requirements for month of mobilisation will be able to be meet. • Proposed concept/s for the look and fell of the re-development site. • References and examples of previous work. • Breakdown of budget and areas of expenditure. • Statement that shows how individual/organisation will be able to support the dimensions and key responsibilities of the www.whiteband.org. • If tender bid is from an individual a complete CV must be provided. • If tender bid is from an organisation please list team members that will be working on this bid and a profile on each. • Where the office/main working environment is based.
How the tender will be assessed	<ul style="list-style-type: none"> • The tender will be assessed and decided upon by a representative of Oxfam and a representative of GCAP (known as the tender committee). • The tender committee employers/organisation they represent will not organisations will not be able to apply for this tender. • The tender will be assed on the following criteria; <ul style="list-style-type: none"> ○ Demonstration of ability to meet and deliver timeline and planning constraints 20%. ○ Demonstration of ability to meet and deliver key responsibilities, skills and competence 40%. ○ Demonstration of ability to use, adapt and maintain Zope/Plone content management environment 30%. ○ References, examples of previous work and bid supporting materials 10%.