

RFQ/RFP: GBA CORPORATE WEBSITE AND KNOWLEDGE PLATFORM RE-LAUNCH

Applications Due: No later than 5:00pm EST, November 7, 2014

Dates of Engagement: November 2014 – January 2015

REQUEST FOR APPLICATIONS

The GBA is seeking a qualified website designer and programmer (or a team that can provide those services) to lead in the re-launch of its corporate website, members-only platform and email marketing campaigns.

PROJECT OVERVIEW

The GBA's corporate website is intent on being a one-stop shop for financial institutions seeking to understand the Women's Market opportunity and how to effectively capture it. The website contains articles, data, news items and other resources that are publicly available. These resources target a variety of industry players—banks (members and non-members), corporations, Development Finance Institutions, donors, policy makers and the informed public – with the latest information on the female economy, how large the market opportunity is, how to segment it, what value proposition to offer and what the business case is for doing so. The website also contains The Vault, a password-protected members-only platform that features proprietary research, a PowerPoint supermarket and other tools. Ultimately, the revamped website should enhance brand awareness, increase engagement within the GBA community and beyond, and expand membership.

The GBA is looking to overhaul the website with the following objectives:

Corporate website:

- Improve the design and ensure a sleek, modern image
- Deepen content and ensure the website flows logically to tell a story based on and backed by data and facts
- Optimize search capabilities
- Improve design and searchability of library of resources

Members platform:

- Improve design and content structure
- Improve searchability and ease of use, ensuring consistency and liaising with corporate website

Email marketing

- Improve design of broadcast emails
- Develop templates that can be updated by the GBA team

RESPONSIBILITIES

1. Review current platform
2. Conduct an audit of successful knowledge management platforms/websites
3. Develop site map and wireframes in close coordination with GBA team
4. Develop mock-ups incorporating videos and other media
5. Provide 2-3 mobile-optimized/responsive design options
6. Pursue design directions with rounds of feedback
7. Test approved designs across various browsers on desktop, smartphone and tablet
8. Deliver final designs with recommendations for maintenance, updates
9. Develop newsletter templates with flexibility for updates, ensuring consistency with website look
10. Launch website no later than January 15, providing all necessary technical support

DELIVERABLES

- Site map
- Wireframes
- Mock-ups
- HTML prototypes of each page
- Newsletter template reflective of site design

QUALIFICATIONS

Demonstrated experience designing corporate websites, with examples provided

Experience designing for mobile platforms

Strong graphic design background

Extensive knowledge of Javascript and Flash

Significant experience in building knowledge platforms

Familiarity with SEO techniques

At least ten years' web design experience preferred

ABOUT GLOBAL BANKING ALLIANCE FOR WOMEN

The GBA's mission is to propel the growth of women in business and women's wealth creation, while generating superior business outcomes for member financial institutions. We are a global consortium of financial institutions driving women's wealth creation. Our 41 member institutions work in more than 135 countries to build innovative, comprehensive programs that provide women entrepreneurs with vital access to capital, markets, education, and training. Membership in the Alliance in turn provides our member institutions with technical assistance and peer learning as well as a global clearinghouse for best practices. Along with building our



member banks' capacity to serve their women customers, GBA uses our collective voice to advocate for greater awareness of women's vital economic role as consumers, investors, and job-creating entrepreneurs.

HOW TO APPLY

Candidates may submit a proposal, summary of qualifications, and cover letter to: support@gbaforwomen.org no later than 5:00pm EST, November 7, 2014. In the subject line

of your email please write: **WEBSITE RELAUNCH CONSULTANCY**

Late and/or incomplete submissions will not be considered. Questions and requests for clarification can be submitted in writing to support@gbaforwomen.org. This RFP does not guarantee or commit GBA to proceeding with the above described work.