IRMA Terms of Reference for Web Design and Development Refresh

IRMA Overview

The Initiative for Responsible Mining Assurance (IRMA) envisions a world in which the mining industry respects human rights and affected communities; provides safe, healthy and respectful workplaces; minimizes harm to the environment; and leaves positive legacies. IRMA’s *Standard for Responsible Mining* provides the world’s first shared definition of what constitutes leading practices in social and environmental responsibility for large-scale mining operations. Applicable for all mined materials at any industrial mine in any part of the world, an IRMA audit provides transparency into a mine’s operations and gives communities, civil society organizations and consumers the information they need to understand which mines operate in line with best practices. Learn more at www.responsiblemining.net.

Terms of Reference

IRMA is seeking to partner with a web design and development professional (freelancer) to conduct an update of the IRMA website that is limited in scope as follows:

* Look and Feel:
  + In conjunction with our brand refresh (see below), update the following elements of the website – logo, color palette, fonts
  + Adapt updates to homepage, sections, and subsections.
  + Work with our existing WordPress CMS web site and current template to ensure an organized, appealing and user-friendly visual layout with fixed styles ensuring consistency in fonts, formatting, icons, images, and layouts.
  + Adapt WordPress template where required to increase functionality, site performance, or improve visual elements.
* Functionality:
  + Update the website’s functionality for staff to perform content management and system maintenance
* Knowledge transfer:
  + Deliver a training for IRMA staff to demonstrate how to perform content management and system maintenance
  + Create user guidelines for website content management as a reference for staff
* Support and maintenance:
  + Content management, troubleshooting and bug-fixing for a period of 3 months or an ongoing basis

Scope of Work

These Terms of Reference are for a limited refresh on IRMA’s website, and not for an entire overhaul or redesign. We have recently worked with a designer on a brand refresh, and in conjunction with that work, our aim is the further enhance our website and ensure the best user experience through improved layout and content management, laying of the new brand assets onto the WordPress template, and adapting the template where needed to improve functionality, web performance or visual appeal .

During late August and September (note: timing could shift by a few weeks if this timeline is not realistic for candidate), successful candidates will:

* Familiarize themselves with the IRMA current mission and vision, programs, and the current look and feel of IRMA’s website.
* Undertake a rapid and limited discovery with IRMA staff, to determine needs for laying the new brand look and feel onto the site, and where the template could be deployed or adapted to improve functionality and performance of website
* Adapt the WordPress template for using the new IRMA brand assets and improve the layout where possible.
* Receive feedback from IRMA staff for revisions and improvements.
* Finalize the options for IRMA approval.
* Draft and finalize the website content management guidelines
* Provide instruction to key IRMA staff via webinar
* Provide user guidelines for IRMA staff for routine updates and content management

Qualifications/Competencies

IRMA is seeking to hire a web development professional, or a small firm, for this work.

* A minimum of 3 years’ experience designing visually appealing and navigation friendly websites.
* Experience in web development and design and client references from such sectors as sustainability, human rights, mining or extractives, social justice, labor rights, international development or other relevant fields.
* Familiarity and relevant experience using different Content Management Systems (CMS), particularly WordPress.
* Proven ability to produce innovative, creative and responsive results in a tight timeframe.
* Excellent written and verbal communication skills.

Budget

We encourage applicants to provide their own estimate for this work. Having said this, to be forthright with the budget limitations of a small global NGO, our desire is to do this work for under $7,500 and to build a relationship with a professional who may be interested to do future work with us. Affordability is appreciated, and we are committed to fair compensation for the work associated.

To Express Interest

Interested candidates may send an expression of interest, no longer than three pages, with a narrative describing how you meet the qualifications for this scope of work as well as a summary cost proposal with daily rates included. You may also choose to submit up to five additional pages of supplementary information such as examples of previous web design work with clients and a list of previous clients. Please send the materials to Kristen Vissers, IRMA’s Project Coordinator at [**kvissers@responsiblemining.net**](mailto:kvissers@responsiblemining.net)

**Application Deadline:** 21 August 2020