

REQUEST FOR PROPOSALS

North Carolina Environmental Justice Network

Website Designer

Background and Purpose

The North Carolina Environmental Justice Network (NCEJN) is a coalition of community organizations and their supporters who work with low-income communities and people of color to promote health and environmental equity, clean industry, safe workplaces, and fair access to all human and natural resources. We seek to accomplish these goals through organizing, advocacy, research, and education based on principles of economic and political equity.

We focus on the communities who are most impacted by environmental injustice, including people from low-income communities and communities of color. We use community based participatory research, organize communities, engage media, educate elected and appointed government officials, and advocate statewide for practical solutions to achieve environmental justice. **To be successful, every campaign at NCEJN depends on organizing with the people most affected by environmental injustices.**

After 24 years of existence, our organization finds itself in a place of digital rebirth. **As we work to design a new digital identity, we are seeking professional support in creating a website that is reflective of our needs, responsive to changing projects, user friendly, and incorporates material from archives and old sites into one space.**

Project Overview

There are several issues with the current NCEJN website, and we're seeking someone to help us code and design a new site in line with our communications needs. We have old and current content – from archives, old sites, social media, and our newsletter – that needs to be incorporated into one site. Ideally, this new site will exist for several years without a redesign, and be maintained by staff at NCEJN.

The designer will need to synthesize ideas and feedback from the Co-Director of Organizing and Policy and the Communications Coordinator, and translate them into a website design that is radical, responsive, and centers the needs of the many communities we work with. These include community members, organizers, elders, students, academics, and professionals. We would like this website to be both a tool for organizing and research, and a source of information on NCEJN's activities and positions.

This project is expected to take 200 hours.

We need a complete site redesign to incorporate:

- Mobile optimization
- A completely updated content management system
- Social media integration
- Search engine optimization
- Interactive design user experience and interface
- Different accessibilities for our members and non-members

Project Phases

Phase One: Synthesize Website Needs into a Design Plan

- Work with the Communications Coordinator and Co-Director of Organizing and Policy to develop a site layout that fits with NCEJN user needs and branding (core colors, fonts, and more)
- Evaluate the current performance of NCEJN website through metrics such as page load times, bounce rates, conversion rates and the average time visitors spend on our site. Use this information to help identify areas that need improvement and set performance benchmarks for the new site.
- Develop wireframes, storyboards, user flows, process flows and site maps

Phase Two: Execute Design Plan

- Use HTML and CSS to create a Wordpress website layout that is user friendly and easy to maintain
- Transfer and integrate data from current and former NCEJN sites and archives, back-end web services, and databases
- Ensure cross-browser compatibility of new features and SEO
- Convert graphic, video, and written components from our other platforms into compatible formats for the web.
- Collaborate with Communications Coordinator to implement web features that are responsive to EJ campaigns, social media, and branding
- Change/iterate designs based on feedback from Co-Director and Communications Coordinator

Phase Three: Publish Site and Educate Staff on Site Maintenance

- Publish new Wordpress site
- Hold meetings to educate Co-Directors and Communications Coordinators on how to maintain the site as non-developers
- As staff learn how to maintain the site, be on call for site issues and ensure a smooth transition for our users and staff

Qualifications:

- Proven work experience as a Web Designer
- Demonstrable graphic design skills with a strong portfolio
- Solid experience in creating wireframes, storyboards, user flows, process flows and site maps
- Proficiency in Photoshop, Illustrator or other visual design and wire-framing tools
- Proficiency in HTML, CSS and JavaScript for rapid prototyping
- Excellent visual design skills with sensitivity to user-system interaction
- Ability to solve problems creatively and effectively
- Up-to-date with the latest Web trends, techniques and technologies

Project Budget

\$6,000 - \$10,000

To apply, please send a portfolio, project proposal, and resume to both Raña Masri rania@ncejn.org and Sanzari Aranyak sanzari@ncejn.org by **Friday, February 23, 2024.**

Project Proposal:

Please include the following in your proposal:

- Contact information, including email and phone number
- Timeline of the project, including how many hours it would take to complete
- Any initial sketches, maps, or wireframing for the website
- Estimated budget for project