

Updated: Request for Proposals

Critical Ecosystem Partnership Fund Project Manager for Website Redesign and Redevelopment

Deadline extended

The Critical Ecosystem Partnership Fund seeks to contract with a project manager to lead the redesign and redevelopment of the cepf.net website.

Request release date: October 11, 2016

Revised proposal due date: November 9, 2016

Contractor selection date: November 21, 2016

Work start date: November 28, 2016

Completion date: June 30, 2017

The goal of the new website is to enhance learning and enable project replication by effectively disseminating CEPF's models, tools and best practices through the most innovative digital mechanisms available.

The website project is expected to begin November 28, 2016, and should be complete by June 30, 2017. The final work schedule and timing will be determined jointly between CEPF and the successful applicant.

The Discovery process is complete, including reports on stakeholder interviews, user stories, wireframes, functional and technical specifications, and detailed requirements for CMS. A Request for Proposals for a third-party website design and development company has been released concurrently with this one. Once both have been selected, the project manager will build a project roadmap based on scope requirements and available resources, will manage the workflow of the web designer and developer company, and will manage CEPF's internal review process.

BACKGROUND

www.cepf.net (also cepf.ngo) is the website for CEPF. Its primary purpose is to serve as an interactive resource for CEPF's knowledge products (project models, tools and best practices) for grantees (conservation practitioners, within both government and civil society) and donor agencies.

CEPF's third operational phase includes a comprehensive strategy to address mounting pressures on the world's critical ecosystems and the conservation field by significantly scaling up its capacity, reach and impact. To accomplish this, CEPF will employ the best digital tools to widely disseminate knowledge products to partners and conservation practitioners so they can learn about CEPF's impact and challenges and replicate its successes globally. An innovative and flexible website provides the most effective platform for CEPF to disseminate its knowledge products, facilitate learning, promote its unique approach and value proposition, communicate impacts and results, and engage new grantee and donor partners, now and in the future.

Scope of Work (Terms of Reference)

Job Tasks

- Lead the project management of the development and implementation of CEPF's new website
- Review and revise project Scope of Work after an assessment of Discovery
- Create and execute project plan with clear deliverables and milestones, and revise as appropriate to meet changes
- Maintain overall schedule, monitoring project progress, tracking action items, and ensuring milestones are met on time
- Centralize communications regarding the project
- Maintain project and technical documentation
- Manage third-party vendor, facilitating all communications between CEPF and vendor
- Manage budget and day-to-day operational aspects of project and scope
- Effectively communicate relevant project information to CEPF and vendor through weekly status meetings, managing expectations
- Conduct design and implementation reviews with informative and well-organized presentations
- Gather timely feedback from CEPF stakeholders and team members
- Resolve and/or escalate issues in a timely fashion
- Facilitate change logs and change orders
- Identify workflow improvements, and enforce project standards

Deliverables

- Develop project roadmap based on scope requirements and available resources
- Build project schedule in project management software
- Perform weekly maintenance and updates of schedule
- Maintain project and technical documentation
- Share progress of action items, tasks and milestones in weekly status meetings
- Maintain and facilitate centralized communications between vendor and CEPF
- Keep project development and review process on budget and on time
- Conduct design and implementation reviews with informative and well-organized presentations
- Ensure website is delivered on time and one budget

Required Skills

- Bachelor's degree
- Minimum of five years of experience in a project management position, managing large-scale website design and development projects, supervising internal staff and contractors, keeping projects on schedule, and clearly managing expectations of stakeholders
- Self-motivated and able to operate with limited supervision while also being able to work successfully with others as part of a multi-discipline team
- Good conceptual and visual skills: ability to evaluate a design
- Experience with web project management and web workflows
- Familiarity with information architecture, site mapping and page-level wireframes
- Proven ability to work well with multiple content owners and subject matter experts
- Experience working with content management systems
- Familiarity with search engine optimization
- Familiarity with Web analytics (Google Analytics, Omniture, WebTrends, etc.).
- Proven project management experience
- Excellent reporting skills
- Possess general understanding of web development, design and user experience
- Maintain awareness of strength and limitations of emerging technologies and best practices

Requirements for the proposal to be considered

- Delivered on time and received electronically in any format to jshaw@cepf.net
- Includes evidence of experience with similar assignments, proposed timeline, and methodology to implement project
- Portfolio of comparable past projects and their results
- Written in English

Clarification questions

Through Wednesday, November 2, questions may be asked in writing to Julie Shaw jshaw@cepf.net

Collected answers will be provided to all bidders by November 4, and bidders may revise proposals up until November 9.

Submission process

Interested applicants should provide information demonstrating that they have the required qualifications and relevant experience to perform the scope of work, including a portfolio of comparable past projects and their results.

Proposals must be delivered electronically by 5 p.m. Eastern Standard Time, Wednesday, November 9, 2016, to jshaw@cepf.net

Type of contract

The contract will be fixed price with payments made in USD on completion of deliverables.

Evaluation process

Review of the proposals will be conducted by a selection panel, including three CEPF Secretariat members and two Conservation International website experts. The three top-scoring proposals will be short-listed and asked to make in-person presentations the week of November 14, 2016. The winning proposal will be selected by November 21. The contract will be signed the week of November 21, with work to commence by November 28.

Once an award is made, unsuccessful bidders will be notified in writing that their proposal was not selected.

The following table lists the evaluation criteria and the maximum points allotted to each in scoring of candidates.

Evaluation Criteria	
Evidence of completing assignments of similar size, scope and complexity	25
Recommendations from external sources	25
Methodology	25
Meeting skill requirements	25
Total points	100



Point of contact

Further information can be obtained during office hours from

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