

Part-time Website Coordinator

February 2024

SUMMARY OF PROCUREMENT

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract will be cost reimbursable. Compensation will be based upon the hours worked and billed monthly at the consultant's hourly rate. The contract will extend to 31 December 2025. Proposals along with all requirements should be submitted by 18 March 2024.

This vendor will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically the Communications Manager and Visual Media Specialist. In maintaining and/or developing digital content, the vendor will engage will also engage directly with broader Support Unit staff and technical experts.

ABOUT THE NDC PARTNERSHIP

The NDC Partnership is a global coalition, bringing together more than 200 members, including more than 120 countries, developed and developing, and nearly 100 institutions to deliver on ambitious climate action that helps achieve the Paris Agreement and drive sustainable development. Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The Partnership's work is facilitated by a Support Unit hosted by the World Resources Institute (WRI) in Washington, DC and the UNFCCC Secretariat and UNOPS in Bonn, Germany. This work will be contracted through WRI and will engage primarily with Support Unit staff in the Washington, DC office, but will have some interaction with Support Unit staff in the Bonn, Germany office and may interact with other consultants/vendors located around the world.

OVERVIEW

The NDC Partnership Support Unit is searching for a part-time Website Coordinator to support the maintenance and development of the Partnership's websites in line with its evolving branding and messaging. Our aim is to communicate with our members, partners and other stakeholders to increase the Partnership's brand recognition and visibility as a leader in advancing global climate action in line with the goals of the Paris Agreement and driving sustainable development.

The [NDC Partnership website](#) serves as a resource for current and prospective members, as well as a general climate-informed and technical audience. The site provides general information on the work and impact of the NDC Partnership, contains a live [Country Action](#) map that provides information about every country's climate action around the world, and hosts a unique learning platform, the NDC Partnership [Knowledge Portal](#). In addition, the NDC Partnership currently maintains five microsites, including:

- [The Climate Action Enhancement Package \(CAEP\) microsite](#)
- [The 2021 Partnership in Action \(PiA\) microsite](#)
- [The 2022 Partnership in Action \(PiA\) microsite](#)
- [The 2023 Partnership in Action \(PiA\) microsite](#)
- The 2024 Partnership in Action (PiA) microsite (to be developed)

The scope of work for this consultant is based on the current and anticipated needs of the NDC Partnership Support Unit. These may change, and the NDC Partnership will rely on the consultant to make informed recommendations on additional updates, deliverables, and timelines. The coordinator must be available to provide a minimum of 15-20 hours per week.

Scope of Work 1: Routine Website Coordination & Project Management

This consultant will provide part-time support to the NDC Partnership Support Unit to update the Partnership's website and microsites in line with the Partnership's dedicated web vendor. In this role, the consultant will be the primary digital project manager, providing seamless coordination and communication and serving as the liaison between both the Partnership's web vendor and Support Unit staff.

Activities Include:

- Hosting two regular office hours a week for Support Unit staff to discuss website updates and requests, as needed;
 - Please note: the consultant will need to be available during both EST and GMT time zones to accommodate Support Unit staff in both the Washington, DC, USA, and Bonn, Germany offices.
 - The consultant can be based remotely and does not need to be based in the US or Germany for this position.
- Co-leading a one-hour weekly meeting with the NDC Partnership's external web vendor to discuss new development or design requests across the Partnership's websites;
- Adding or updating web pages, including inputting text, formatting and laying out content, sourcing and inputting photography and coordinating graphic design with the Communications Manager and Visual Media Specialist, as needed;
- Following up with staff to track regular page updates, reaching out for necessary approvals and streamlining all internal communication for the Partnership's websites;
- Regularly communicating updates on website requests, costs and timelines to Support Unit staff in coordination with the external web vendor, Communications Manager and Visual Media Specialist;
- Managing the Partnership's Google Analytics page(s), tracking and reporting on usage data and informing key performance indicators (KPIs) in line with the Communications Manager, and

supporting the build of a custom Google Analytics dashboard for capturing KPIs and other pertinent data;

- Analyzing website traffic, demographics and audience characteristics to inform development and design across the NDC Partnership's website and microsites, incorporating feedback from Support Unit staff in coordination with the Communications Manager and Visual Media Specialist;
- Reviewing design requests from the external web vendor, including commenting on mock-ups and wireframes and providing informed recommendations on next steps to the Visual Media Specialist and Communications Manager;
- Scoping and costing upgrades, enhancements and project builds, as well as new microsite development in coordination with the Communications Coordinator and Communications Manager, and informing communications budgets for annual web work;

Compensation under this Scope of Work will be billed hourly at the consultant's hourly rate, estimating at least 5-10 hours per week needed to fulfill this Scope of Work. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and additional work order deliverables. This may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed.

Scope of Work 2: Overseeing the Build of New Website Modules

The vendor will oversee the development of two new modules for the NDC Partnership website: (1) the 2024 Partnership in Action (PiA) report and (2) new NDC Update Guidance.

1. The NDC Partnership's 2024 PiA will serve as the Partnership's online, interactive annual report. Previous PiAs have been built as separate microsites, using WordPress, and integrated within the main menu of the NDC Partnership website. The 2024 PiA may be built as a separate microsite or built within the NDC Partnership website, depending upon costing and input from the Website Coordinator and external web vendor.
2. The vendor will support the integration of an online, interactive version of the NDC Partnership's NDC Update Guidance into the NDC Partnership website. The NDC Update Guidance is currently under development; however, the final PDF document will be used to inform the development of the online Guidance, with the aim for users to have a digital version of the Guidance they can easily navigate and search.

Activities Include:

- Scoping, costing and leading on project builds and timelines;
- Aggregating content, photos and other visual assets to build new web pages; mapping content to the website and translating technical copy/text into a digital format;
- Coordinating internal reviews and acting as a liaison between the website vendor and Support Unit staff; and
- Reviewing wireframes and design mock-ups and making informed recommendations in line with the Communications Manager and Visual Media Specialist.

Compensation under this Scope of Work will be billed hourly at the consultant's hourly rate, estimating at least 5-10 hours per week needed to fulfill this Scope of Work. Payment will be made on a cost

reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and additional work order deliverables. This may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed.

EVALUATION CRITERIA

REQUIREMENTS

The selected consultant must demonstrate capacity in similar work, particularly:

- Demonstrated experience in website development and design, including user interface (UI) and user experience (UX), as well as familiarity and experience working with custom learning tools and databases, and proficiency in Drupal and WordPress.
- English language proficiency and familiarity with Associated Press (AP) Style.
- Excellent project management experience and demonstrated track record of working with external vendors and contractors and managing multiple deliverables in a fast-paced environment; and excellence in planning, organizing, and executing content creation projects from start to finish, in collaboration with subject matter experts and reviewers.
- Prior work experience and a demonstrated track record in strategic communications, advocacy, media, public relations and/or marketing preferred.
- Success working with international agencies and organizations and countries around the world and familiarity or understanding of sustainable development, climate and climate finance initiatives and organizations preferred.
- Strong problem-solving skills and an ability to rapidly identify and deploy alternative approaches and formats when faced with unexpected barriers.
- Ability to think creatively and develop and test inventive ways of packaging content.
- Ability to design, manage, or follow standardized review processes to ensure the quality of all branded content.
- Ability to work with people from different cultural backgrounds, accepting different approaches and styles of communication.

EVALUATION AND SELECTION PROCESS

All applications must be submitted on 18 March 2024 to the Communications Manager at (caitlin.pinkard@ndcpartnership.org). Please use the following format for the email subject line: "Website Coordinator: Application."

All applications must be submitted in electronic format; please submit **one packaged file, maximum 5 pages** to include:

- Cover letter or expression of interest
- Resume and/or CV
- A portfolio of previous work
- Daily rate