

FSD HQ communications department

Call for Tender: External Contractor for Website & Google Ads Grant Management

FSD (Fondation suisse de déminage) is a Geneva-based humanitarian organisation dedicated to protecting civilians from landmines and other explosive remnants of war. For over 25 years, FSD has been locating and destroying explosive devices, raising awareness in affected communities, and supporting victims of accidental explosions. With a team of over 900 staff across four continents, FSD has worked in more than 30 countries since its founding in 1997.

We are seeking a highly skilled and reliable external contractor - either an individual or an agency - to manage and enhance our online presence in close collaboration with our Geneva-based communications team. The contractor will be responsible for a range of tasks aimed at optimising our website's performance, expanding and engaging our audience, and indirectly supporting FSD's resource mobilisation efforts.

SCOPE OF WORK

The successful contractor will be expected to provide the following services:

1. Website Design and Development

- Redesign and develop our current WordPress website, improving the existing design while retaining the overall structure and branding.
- Transition from Divi to a more efficient and flexible WordPress tool.
- Ensure the website is fully responsive, with a mobile-first approach, and provides a high-performance user experience and a navigation optimised for conversions (newsletter sign-ups, resource downloads, donations, etc.)
- Install and configure Google Tag Manager to track key user interactions, enabling detailed analytics and insights.
- Conduct A/B testing to optimise user experience and conversion rates.

2. Website Maintenance and Support

- Provide ongoing maintenance of our existing WordPress website to ensure seamless operation.
- Troubleshoot and resolve technical issues promptly.
- Regularly update the website to ensure compatibility with the latest software versions and security standards.

3. Search Engine Optimisation (SEO)

- Develop a comprehensive SEO strategy to enhance website visibility and search engine rankings, prioritising qualitative over quantitative metrics (target audience includes the general public and potential donors in Switzerland and in Europe, the USA, Canada, Australia, Japan, etc.).
- Optimise website content, metadata, and structure for target keywords in English, German, and French.
- Regularly analyse performance and make adjustments to improve traffic and user engagement.

4. Google Ads Grant Management

- Manage our Google Ads Grant account to maximise visibility and traffic within the grant's constraints.
- Create, monitor, and optimise ad campaigns targeting relevant keywords and audiences.
- Provide regular performance reports with recommendations for improvement.

OBJECTIVES

- > Develop and maintain a user-friendly, high-performing, and attractive website that is responsive across all devices.
- > Boost SEO and enhance the user journey to support audience growth and engagement.
- > Maximise the efficiency of our Google Ads Grant to increase visibility and brand awareness.

REQUIREMENTS

- Proven experience in website maintenance, design, and development within the WordPress environment.
- Strong understanding of SEO best practices and demonstrated success in improving website rankings.
- Experience managing Google Ads Grants for nonprofits or similar organisations.
- Ability to work in a multilingual context, with fluency in English, German, and French.
- Experience working with nonprofit organisations, particularly in the humanitarian sector, is highly desirable.
- Awareness of the challenges in creating Google Ads related to war, explosives, and related sensitive topics, and the ability to navigate these restrictions.
- A reliable, responsive, and proactive approach to partnership.
 - > Willingness to work closely with FSD staff, providing full transparency on campaigns and keywords.
- Regular training for FSD staff.
- Provision of regular performance reports.
- Availability to start immediately.

PROPOSAL SUBMISSION

Interested contractors should submit their proposals, including the following:

- **Company/Individual Profile:** Overview of your experience, expertise, and approach.
- **Portfolio:** Examples of similar projects, particularly for nonprofit organisations.
- **References:** Contact details for at least three references who can attest to your work quality and reliability.
- **Pricing:** Detailed pricing structure, including any retainer fees or hourly rates.
- **Timeline:** Proposed timeline for the initial redesign of the website, launch of the SEO strategy and onboarding for the Google Ads Grant.

SUBMISSION DEADLINE

All proposals must be submitted by 5 October 2024.

OFFERS EVALUATION

1. Deadline for Submissions:

Only offers received by the deadline of 5 October 2024 will be considered for evaluation. Late submissions will be deemed invalid and will not be considered.

2. Evaluation Criteria

FSD will evaluate the received offers based on the following criteria:

- **Compliance with Scope of Work:** Adherence to the specified requirements and deliverables.
- **Experience and Expertise:** Relevant experience, qualifications, and track record in similar projects.
- **Timeline:** Feasibility and adherence to the proposed timeline for project milestones.
- **Pricing:** Cost structure and overall value for money.
- **References and Portfolio:** Quality of previous work and feedback from provided references.

3. Cancellation of Offers

In the event that the offer is cancelled for any reason, the bidder will not be entitled to any compensation.

4. Dispute Resolution

Any disputes arising from the performance of this contract that cannot be resolved amicably will be subject to the exclusive jurisdiction of the courts in Geneva.

CONTACT INFORMATION

Please submit proposals and any inquiries to:

Alexandra Brutsch
FSD Head of Communications
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