

Request for Quote (RFQ) for web developer services

We are seeking a qualified web developer to help us redevelop, optimise, host and manage our website. We are a small charity that brings together the hotel industry along with strategic partners to create a responsible industry that gives more back to the destination than it takes. Our work covers environmental, social and governance issues under our global ambition of Net Positive Hospitality. Our audience is primarily B2B and global.

Through our website we seek to drive awareness, inspire and support the industry to become more sustainable through our work and the provision of free resources, tools, training and best practice. We also have further developments that we would like to incorporate into the functionality including improving our digital journeys and taking a more digital-first approach to our resources.

We are seeking a multi-year relationship with someone who can support us with our immediate needs as well as help us to create and deliver a longer-term development strategy for the site in line with our organisational strategy and latest digital innovations.

Scope of work

- Strategy for how we can develop our website, ensuring that is modern, mobile-friendly, responsive, multi-lingual, and optimised for search engines.
- Develop a homepage that is visually appealing and reflects latest strategic priorities.
- An intuitive user interface that is easy to navigate and allows for different user access management.
- Improvement of our digital journeys and support to make our resources more digitally focussed, digitally navigable and trackable.
- A content management system (CMS) that allows us to update and manage our website easily.
- Create and integrate lead capture forms and other features that allow our users to engage with us easily.
- Ensure that our website complies with all relevant accessibility and data protection regulations.
- Provide training and support to our team to ensure that we can manage and update the website effectively.
- Provide regular monitoring and reporting on the website to ensure we are constantly optimising performance.

Requirements:

- Experience in web development and design.
- Proven track record in creating visually appealing and user-friendly websites.
- Sustainability credentials (social and environmental) and commitment to our values.
- Experience working with content management systems (CMS).

- Knowledge of HTML, CSS, JavaScript, and other web development tools, including LMS (our current website is built on WordPress using the LearnDash LMS).
- Evidence of robust, data-driven website optimisation.
- Ability to manage the hosting and security of the website and url management.
- Ability to work collaboratively with our team and meet project timelines. We would encourage a hands-on presence who is open to being an extension of the team (including the option to work with us in the office).
- Excellent customer service skills and workflow process.
- Ability to work with other digital/development professionals as we have other projects in development.
- Please note, successful applicants will need to be available to begin work immediately.

If you are interested in becoming our web development partner, please provide us with a detailed quote that includes the following:

- An overview of your company and your experience in web development, including three relevant examples of your work.
- Your proposal for how you would support our organisation to develop the website and proposed ways of working with our team.
- Details of the ongoing hosting and maintenance plan.
- A description of the team who would work on our account.
- A breakdown of all costs for your proposal, including hourly rates, any additional expenses, hosting and security etc.
- Your sustainability credentials.
- Any additional information that you think would be relevant to the project.
- As a guide, our annual turnover is approximately £1-2 million, a small portion of which we would invest in our website annually. We ask that responses are cost appropriate for an organisation of our size.
- RFQs should be no longer than 10 pages.

Deadline:

Please can all RFQs be received by Wednesday 31st May at midday. These should be emailed to info@sustainablehospitalityalliance.org and clearly titled.

Thank you for your time and consideration. We look forward to hearing from you.