



## Terms of Reference

### Part-time Consulting Website Developer

StrongMinds is a social enterprise that treats depression in women and adolescents in low-income communities in sub-Saharan Africa. We do this using group interpersonal therapy (IPTG), a time-bound group talk therapy model (led by community mental health workers) that emphasizes interpersonal relationships as the root of—and source of recovery from—depression. It is endorsed by the World Health Organization as a first-line intervention for depression in resource-poor settings.

We are seeking a consulting WordPress developer to provide ongoing monthly support for our website, including hosting, security, site optimization, SEO, and general maintenance and updates.

**Start date:** On or around September 15, 2021

**Commitment:** 5-10 hours per week, not to exceed 40 hours per month.

**Reports to:** Manager, Brand, Content, and Creative

### Scope of Work/Deliverables

#### Core Responsibilities

- 1) Lead on SEO, advising on and implementing changes to improve site visibility.
- 2) Maintain our WordPress website, plugins, images, and hosting package and make recommendations to improve site performance and security.
- 3) Train StrongMinds staff on Google Analytics and SEO to understand our website traffic and analytics to identify traffic sources and timing,

#### Details

In collaboration with the StrongMinds Communications & Marketing team, the consultant will engage in regular monitoring, maintenance, and updates of our website.

This includes:

- 1) Monthly monitoring of SEO, recommending and implementing changes,
- 2) Site optimization (resizing images, advising on UX, hosting upgrades, plugins),
- 3) Hosting and security,

- 4) WordPress and plugin updates,
- 5) Monthly testing of links,
- 6) Bimonthly evaluation of site content to ensure website content is consistent and up to date across all pages,
- 7) Adding new content as needed,
- 8) Building capacity within StrongMinds staff to effectively implement SEO and analytics tools.

**Qualifications of the Individual or Firm:**

- Technical capacity to do performance upgrades
- Extensive experience building and maintaining WordPress sites.
- Willingness and desire to understand our organizational goals and the unique niche we occupy in terms of SEO possibilities,
- Familiarity with UX best practices,
- Ability to provide light graphic design support a plus,
- Experience with mental health and/or women's health a plus.

Terms: A start date on/around September 15<sup>th</sup>, and will continue on a month-to-month basis (not to exceed 40 hours per month) for in initial period of three months, after which we will conduct a review with possibility to extend the contract.

Location: Flexible

To Apply: Please send a brief proposal electronically to: [carolyn@strongminds.org](mailto:carolyn@strongminds.org) The proposal package should include the following:

- A concise (1-2 page) narrative proposal that details:
- The firm (or individual's) experience in response to the requirements noted above and relevant information
- A description of the engagement team assigned and their relevant experience. Please note whether the use of sub-contractors will be required.
- CVs or resumes of key parties as relevant.
- A relevant work product or sample to illustrate prior experience.
- Deadlines and Questions:

RFP Circulated: August 2, 2021

Deadline for Proposal Submission: August 15, 2021

Notification of Selection: By August 31, 2021