

Terms of reference:

1. Background

Fojo's current website system was created in 2018 and does not match the needs of the organisation in 2023. Fojo therefore seeks to procure a knowledgeable Wordpress consultant with extensive experience of graphic design and website optimisation to re-design the websites fojo.se and fojo.se/en which includes the integration of content and functions from eu-kollen.se, fojoarkivet.se, frilansakuten.se, fojo.academy and fojo.se/faktajouren to fojo.se.

Please note that fojo.se and fojo.se/en are two separate sites and not the same site produced in two different languages.

2. Purpose/objectives and scope

The purpose of the assignment is to create a new Swedish and English version of the Fojo website that reflects the mission, vision, values and strategy of Fojo. The website should be easier to navigate, showcase the impact Fojo has through its work, make it easy to find useful journalism resources and be more vibrant in terms of layout.

The scope includes:

1. Website development

- UX/UI design
- Data migration of current sites to new server
- Installation of relevant plugins to secure the current functions upon migration
- Ensure the website is secure (malware attacks) and optimised (low bandwidth for users) by installing relevant plugins and functions
- Ensure the website is connected to Google Analytics, Instagram, LinkedIn and Facebook and can display social media content on the landing page
- Ensure browser compatibility with current versions of Firefox, Microsoft Edge, Safari and Chrome.
- Secure that the website(s) follow the Swedish law on accessibility

2. Website hosting

- Migrating sites from Windows server to Linux server

3. Search engine optimisation and site analysis

- Ensure the new website set up is search engine optimised
 - i. Keyword research and analysis
 - ii. Site analysis
 - iii. Competitive analysis
 - iv. Site content optimisation

- v. HTML code optimisation
- vi. Search Engine submission
- vii. Link exchange
- viii. Web ranking report
- ix. CSS
- x. Script optimisation

3. Overall approach

Fojo will supply funding for installation of any paid-for plugins, themes and licenses as per agreed budget.

The assignment runs from 11th April - 1st October 2023.

Total number of days needed: 25 days or 200 hours.

4. Presentation of results

The consultant will present the finalised product to Fojo staff on 1st October.

5. Budget

Budget: **As per contract agreed**

6. Evaluation of tenders/proposals

Tenders will be evaluated on cost effectiveness, capacity for delivery and quality.

Fojo might conduct interviews prior to choosing the consultant.

7. Qualifications and experience

- A good level of written and spoken English as well as Swedish is essential
- Educated to degree level in information technology, graphic design, web development or similar
- Experience of managing paid client assignments in the field of web development
- Commitment to Fojo's mission, vision and values
- Experience of working with journalists or in the field of journalism
- Experience of having worked with gender and diversity in communication
- Able to adhere to externally set deadlines
- Familiarity with Linux and Windows servers

8. Submission

Please submit

- A quote for your work

- Work samples of websites you have created
- CV
- Two references
- A short video presenting an evaluation of Fojo's current websites
 - Your assessment of the sites in its current format
 - What improvements do you suggest?

Email your application to maria.petersson@lnu.se

For any questions, email Maria Petersson on maria.petersson@lnu.se