CALL FOR PROPOSALS

WEBSITE DEVELOPER AND DESIGNER	
Title	Updating and Enhancing CIJ Website
Location	Malaysia (Hybrid - Remote/On-site as required)
Duration	May - August 2025

Introduction

The Centre for Independent Journalism (CIJ) is calling for proposals from qualified Website Developers and Designers to update and enhance our existing website to meet the requirements of CIJ.

The purpose of this call for proposal is to seek competitive proposals from experienced web design agencies or freelancers capable of creating a visually appealing, user-friendly, functional and accessible website that reflects our organisational identity and meets our vision, mission and goals.

Project Overview

CIJ is aiming to revamp and upscale its website in order to improve user experience, functionality, and accessibility while ensuring the website aligns with contemporary web standards and our organisational vision, mission and goals.

Given its current challenges, with outdated functions, difficulties in navigation and lack of optimisation of the organisational website, we plan to to revamp our entire website with an on-brand design that aims to:

1. Establish the credibility and legitimacy of CIJ as an organisation that champions freedom of expression in Malaysia;
2. Encourage both the general public as well as potential stakeholders, through interactive methods, to support the freedom of expression and CIJ activities in Malaysia; and
3. Be a repository and knowledge resource for issues related to freedom of expression.

We hope to create a website that is optimised for people outside the organisation to frequently visit as well as for members of the organisation to freely manage and adjust to suit its evolving and expanding needs in the future.

Project Scope

1.   The Website Designer and Developer will be responsible for:

- Conducting a comprehensive review of the current website and provide comprehensive upscaling and design recommendations, including hosting options;
- Assisting with content strategy and creation, including copywriting, use of images, and multimedia assets;
- Improving site design and navigation, including designing a visually appealing layout with advanced search functions and search engine/browser compatibility;
- Designing a user-friendly site with intuitive interface, incorporating a content management system (CMS) that allows in-house personnel to easily update content without directly accessing source code;
- Ensuring desktop, tablet and mobile responsiveness and accessibility compliance;
- Enhancing website security, performance optimisation and search engine optimisation (SEO);
- Integrating the website with our social media, contact forms and call-to-action initiatives, etc;
- Provide an archival system for CIJ press statements, photos, videos, and move historical data and information to a searchable database;
- Upscaling or integrating new and scalable features, as needed (e.g., content management system, dual language, explore potential e-commerce set up, event management, etc.)
- Providing user training and conducting cross-browser and cross-device user testing to ensure efficiency, accessibility and ease of use for the website for both the public accessing the website and CIJ (the owners and users of any microsite);
- Providing ongoing website maintenance and technical support.

Project Deliverables

1. Review report and recommendations;
2. Custom website design concepts and mock-ups;
3. Fully developed, functional and accessible website with CMS integration, dual language features (where required) and other features as agreed upon;
4. Optimized content and multimedia assets;
5. SEO strategy, implementation and monitoring tools and documentation;
6. User training materials for website administration;
7. Ongoing support and maintenance plan.

Proposal Submission Guidelines

If interested, please follow up with the following:
1. Share organisational profile and portfolio.
2. Examples of successful web design projects in the last 5 years, particularly for non-profits.
3. Summary proposal, including (i) approach and methodology, (iii) timelines and milestones; and (iv) budget breakdown.
4. References from past clients.

Evaluation Criteria:

1. Technical Expertise: Demonstrated experience and understanding of web technologies and ability to meet project requirements
2. Design Creativity: Aesthetic appeal and alignment with brand identity
3. Project Management: Clear timeline, milestones, and communication strategy
4. Cost Competitiveness: Value proposition and pricing structure

Submission deadline: 30 April 2025
Submission email: cijmalaysia@cijmalaysia.net

The Centre for Independent Journalism (CIJ)'s vision is centred on a democratic, just, and free society, where all peoples enjoy free media, and the freedom to express, seek, and impart information. As a feminist, non-profit civil society organisation, we strive to reflect the diverse identities, experiences and geographies of the communities and peoples we serve, believing that embracing different perspectives fosters innovation, inclusion, and shared growth. Thus, we actively promote inclusivity and substantive equality for all, including non-discrimination on the basis of age, disability, sex, gender, ethnicity, race, religion or belief, marital status, pregnancy/maternity, sexual orientation or any other protected characteristics.

We welcome all applications from a wide range of backgrounds, particularly those from underrepresented groups or communities at risk. Selection will be based on experiences, skills, potential and availability of funding.

NB: Only shortlisted candidates will be contacted.