

Imago Global Grassroots *Request for Website Maintenance Service*

Location: Remote, with the ability to regularly overlap with the EST time zone.

Start date: As soon as possible.

Deadline: Applications will be reviewed on a rolling basis; applicants are encouraged to apply as soon as possible.

Background

Imago Global Grassroots (Imago) is a non-profit that works with mission-driven organizations around the world to scale up impact in a way that respects their unique identity, values, and context. Our work seeks to unlock constraints that may hold them back, including articulating a strong theory of change, creating a sustainable business model, nurturing a culture of evaluation and learning, embracing an agile way of working, and enabling collective leadership.

Imago is looking for a website maintenance service to conduct a comprehensive technical audit* of the organization's website (based on WordPress), deliver actionable recommendations for optimization and establish a responsive maintenance framework that ensures timely technical support and troubleshooting.

Once established, the contractor will oversee and maintain the functionality of the website, evaluate and manage website performance, facilitate hosting and server management, and develop, maintain, and update website content.

** Technical audit: comprehensive assessment of a WordPress-based digital platform to evaluate its performance, security, functionality, and overall user experience (UX/UI). The goal is to identify technical issues, vulnerabilities, and inefficiencies that may impact the platform's effectiveness and sustainability.*

Key Activities

The consultant will report directly to Imago's Marketing Manager with oversight by our Senior Program Manager and Operations Associate to complete the following activities:

1. Conduct a comprehensive technical audit of Imago's website and deliver actionable recommendations for optimization.

2. Regularly monitor the status of the website (at least monthly): update plugins, catch glitches, website functionality, analyze performance and errors on the back end and front-end of the website to ensure a smooth user experience.
3. Protect the website from unintended downtime, assisting in the event of an occurrence, and holding a postmortem analysis to identify the causes, solve the underlying problem(s), and set best practices in place to avoid eventual downtimes to the extent possible.
4. Update the website, including content, layout, and design, in response to Imago's needs.
5. Provide protection and ensure security measures are up to date to across the website.
6. Ensure availability to respond to evolving needs of the website (within 48 hours) and urgent response (less than an hour) to emergencies (e.g., inoperative website).
7. Conduct regular and thorough backups of the site so that data, including website layout, may be fully restored in case of loss.
8. In all activities, abide by Imago's best practices, including conducting in a professional, respectful, and ethical way, and ensuring confidentiality of data and sensitive, third-party, and proprietary information.

Deliverables & Responsibilities

Key Deliverable 1: Technical Audit/Screening Report

The consultant will provide a comprehensive Technical Screening Report including 2 sections:

Section 1: Audit

1. WordPress plugin assessment
2. Performance analysis
3. Security vulnerabilities review
4. UX/UI functionality evaluation
5. Documentation of all identified issues
6. Data protection recommendations

Section 2: Strategic Recommendations Report

1. Prioritized troubleshooting roadmap: Short-term fixes (0-3 months), Medium-term improvements (3-6 months), Long-term optimization strategy (6-12 months)
2. Estimated line-item budget for improvements

Key Deliverable 2: Implementation Plan

1. Suggest, in coordination with Imago, detailed services to be provided, based on Deliverable 1 and consultant's knowledge and recommendations.
2. Specify response time commitments to ensure smooth implementation of abovementioned activities and informed by deliverable 1.
3. Issue categorization and corresponding response times
4. Escalation protocol
5. Monthly maintenance schedule and estimated Level of Effort (LOE)
6. Requirements for service levels:
 - i) Emergency Response Time: maximum 1 hour
This includes issues such as website downtime, server crash, security breaches, authentication issues, checkout failure)
 - ii) High Priority Issues Resolution: maximum 4 hours
This includes issues such as intermittent downtime, high traffic overload, non-sitewide data loss/corruption, SEO/indexing failures, broken media uploads.
 - iii) Medium Priority Issues Resolution: maximum 24 hours (1 working day)
This includes issues such as unoptimized mobile experience, outdated plugins/software, formatting issues, broken links for non-essential pages.
 - iv) Day-to-day inquiries: recognition within 48 hours (2 working days)

Key Deliverable 3: Ongoing Maintenance/Support & Reporting

1. Monthly Performance Reports
2. Maintenance log on a monthly basis, sent over email
3. Quarterly reports including security scans, and other categories identified in collaboration with the Imago team, and based on Deliverable 1

Required Experience

1. Professional degree in computer sciences, or equivalent experience.
2. Proven experience in designing and maintaining websites built on WordPress (portfolio and references required).
3. Performance optimization skills.
4. Plugin optimization expertise, particularly with WordPress plugins.
5. Proficiency in English and Spanish. Portuguese considered an asset.

Application Process

If you are interested in providing web maintenance services for our company, please submit a proposal that includes the following:

1. **Curriculum Vitae (CV):** A detailed CV highlighting relevant experience and qualifications in web development and maintenance.
2. **Portfolio/Samples of Past Work:** Provide examples of previous projects or case studies that demonstrate your ability to handle web updates and maintenance tasks effectively.
3. **Proposed Level of Effort & Cost:** Please outline the level of effort (total amount of hours) you foresee will be required to produce the requested deliverables. Include a breakdown of costs associated with each deliverable (technical audit, implementation plan, and ongoing maintenance & support), along with any relevant pricing models.

Your proposal should provide a comprehensive overview of your approach and capability to deliver on these tasks. Please submit complete the online application here: <https://forms.office.com/r/BTGYGy8eM6>

Proposals will be reviewed on a rolling basis and applicants are encouraged to apply as soon as possible.

We thank all applicants in advance for the time and effort dedicated to preparing their proposal. Only shortlisted candidates will be contacted.