

Scope of Work: Website redesign

Background

Hosted by the International Planned Parenthood Federation (IPPF), the Safe Abortion Action Fund (SAAF) is the only global fund focused exclusively on the right to safe and legal abortion. Through our funding and support we work to de-stigmatize abortion and to enable diverse organisations to initiate abortion-related projects and to connect with like-minded partners, with the goal of creating and supporting a global network of champions empowered to effect change nationally, regionally and internationally.

As part of the continuing development of our external communications work, we are looking to undertake a refresh and redesign of our existing website: www.saafund.org and are inviting applications from developers/designers with relevant experience.

What we need

As a funder SAAF focuses on directing the majority of the funding we receive to grantee partner organisations across [the five regions we work in](#). However, it is also vital that we stay attuned to the needs of the organisations we fund and partner with, and are able to portray the important work we do when it comes to supporting global initiatives on safe abortion. We need to ensure that SAAF is visible in the field of Sexual and Reproductive Health and Rights (SRHR) and maintains a strong reputation with our partners and donors.

SAAF is looking for an individual or team to redesign our existing website based on needs we have already identified from our grantee partners, donors and other users. We currently use Squarespace and wish to continue using this platform – we are not looking for an entirely new stand-alone website but rather a refresh which can be completed by the end of this year, ready for a potential new round of funding to be announced. Key requirements:

- *Refresh of Squarespace template design (SAAF to provide imagery and text content).*
- *Creation of new interactive map to show details of SAAF grantee partners around the world, with improved ability to search per country/region/project type.*
- *Updated section of the website for a new round of funding to be announced, with thought given to ensuring this information will reach a range of users with varying languages and technical resources. We invite innovative suggestions for ensuring our website allows for a smooth and effective grant application process (for example, including a pop up eligibility check form).*
- *Improvements to website accessibility, search engine optimization and digital security.*
- *Where required, creation of a 'how to' guidance document/ training for staff updating the new website.*

Consultancy requirements

We are looking for someone who is:

- An experienced web designer/developer, particularly with robust experience of using Squarespace to create unique websites.
- Experienced in working with non-profit organisations and who understands the importance of creating a website on a limited budget which is easy to update without dedicated full time staff available.
- Experienced in creating web content in multiple languages (SAAF's three working languages are English, French and Spanish and we would like some content available in all three)
- Knowledgeable about SEO and well versed in best practices to optimize SAAF's online presence and links to our social media content
- Knowledgeable and able to advise on Google Analytics and other data collection methods to ensure ongoing monitoring of website engagement and key performance indicators
- Experienced and attuned to accessibility measures for a global audience and for people with disabilities
- Equipped with a strong design aesthetic and some understanding of the SRHR sector and the values SAAF wishes to portray. Awareness of the importance of digital security for those working on abortion related issues is vital.
- Experienced in working in a global context, and aware of global differences when it comes to digital access. Where possible, we will prioritize those living in 'the Global South' when shortlisting for this opportunity.

Application process

If you are interested in this opportunity, please send an email to info@saafund.org by **7th October** with the following:

- A cover letter outlining your interest in the role, and your suitability and relevant experience
- Your CV plus links to similar pieces of work you have done for other organisations
- A suggested timeline/plan for the work and your quote for completion of the tasks above (in USD). Please note that we have a total budget of \$5000 USD for the development and re-design of the website so please use this as a guide. Ideally we would like to hire just one consultancy team for this piece of work and invite joint applications.

When we have shortlisted applicants they will be contacted and asked to have a short conversation over the phone in order that we might determine the most suitable consultant/s for the role.

Additional information about SAAF, including our branding guidelines and website metrics can be provided to shortlisted candidates, along with more a more specific brief.

If you have any questions please contact info@saafund.org.