Request for Qualifications: Web Project Manager — Consultant

TITLE: Web Project Manager — Consultant
REPORTING TO: Web Marketing Manager, Marketing & Communications
LOCATION: Remote, US
TENTATIVE TIMELINE FOR PROJECT(S): March–December 2024, with potential to extend
TENTATIVE HOURS PER WEEK: 20 hours per week

See full submittal details below. Please submit the following by February 29, 2024.
- Resume
- Description of Approach
- Three demonstrable project narratives (two pages max)
- Three references

About Episcopal Relief & Development: For over 80 years, Episcopal Relief & Development has worked with an extensive network of faith and community partners to advance lasting change in communities affected by injustice, poverty, disaster and climate change. Inspired by our faith, we reach over three million people each year by focusing on four interconnected priorities: nurturing the potential of caregivers and young children, reducing violence against women and girls, strengthening communities’ resilience to climate change and facilitating humanitarian response to disasters. Together with our partners, we leverage what’s working well to drive impact, learning and sustainability. Together, we create lasting change. Join us: www.episcopalrelief.org.

About the project: Episcopal Relief & Development is seeking a seasoned, web-savvy project manager with a minimum of five to seven years of experience helping nonprofits prepare for a website redesign.

The Web Project Manager — Consultant will work closely with internal and external stakeholders to develop a plan for and implement a robust discovery process in advance of a website redesign. The Web Project Manager — Consultant will collaborate with stakeholders to define data-driven decisions about current and future web processes and systems, build consensus on key features and functionalities, and procure a third-party web development vendor through an RFP process. The qualified candidate/agency has proven experience leading teams through a major digital marketing strategy refresh, with an emphasis on a web presence that prioritizes comprehensive fundraising functionalities.
Essential Duties and Responsibilities

- Collaborating with stakeholders to understand current goals, web and digital marketing processes and systems, identifying areas for improvement
- Conducting internal and external interviews with staff and key stakeholders about current website and digital marketing strategies and expectations for an integrated fundraising / storytelling website redesign
- Organizing, facilitating and documenting meetings to build consensus on key deliverables for the website redesign, including 1-3 as-needed in-person stakeholder meetings
- Contributing to change management strategies to ensure successful adoption of processes and systems across the organization
- Writing an organizational web / digital strategy
- Writing a comprehensive RFP for the website redesign
- Facilitating the process of finding, assessing and selecting a third-party web development vendor
- Other administrative duties related to the project as assigned

Experience

- Minimum of five to seven years of experience overseeing and consulting on projects related to website redesigns and digital marketing strategy, including development and implementation
- Proven leadership experience working creatively and collaboratively in a problem-solving environment and successfully meeting goals
- Experience facilitating change management strategies to ensure successful adoption of digital initiatives across the organization
- Strong proficiency with digital technologies, including CMS (WordPress preferred), CRMs (Raiser’s Edge preferred), data management (including privacy issues), email marketing and familiarity with servers and network security
- Superior project management skills using current project management tools (Asana preferred) to create, manage, and track key deliverables in coordination and collaboration with cross-departmental teams, vendors/consultants and other stakeholders
- Excellent interpersonal and written/verbal communications skills, especially including the ability to communicate effectively with diverse technical and non-technical teams in an organization with complex systems and procedures

Education

- A Bachelor’s degree in Marketing, Communications, Web Development, Information Technology or a related field;
- An advanced degree and/or project management certification in a similar area is a plus
- Relevant experience will be considered in lieu of formal education.
Submission Requirements | Deadline is February 29, 2024.

Email to: Chris Leo Palermino, Web Marketing Manager  
CC, Gillian McCallion, VP, Marketing & Communications  
communications@episcopalrelief.org

Subject line: RFQ Web Project Manager — Consultant, [Your Name/Agency]

Include the following items as PDF(s). (Note: If applying as an agency, submittals must include a statement of authorization to bid signed by a principal of the company.)

1. If applying as an agency, provide a brief description of the company structure and capabilities, including basic services and history. Introduce the proposed project lead with relevant information for all employees assigned to the project.
2. If applying as an independent contractor/consultant, provide a bio and resume.
3. Describe in detail the independent contractor or agency’s experience of and approach to leading website and digital marketing projects.
4. Provide estimated compensation and the relevant hourly rates for leading the proposed process.
5. Provide three case studies or examples of similar services to organizations (preferably nonprofit clients) within the past three to five years. These case studies must include a brief description of the services provided and an explanation of how final outcomes and goals were achieved.
6. Submit a detailed approach to serving as project lead, including critical milestones and deliverables, assuming a start date of March 2024.
7. Supply at least three client references that have used services for similar website redesign projects. Include contact names, addresses, emails and phone numbers, as well as descriptions/project summaries.

Submissions should not exceed 10 pages.