

REQUEST FOR PROPOSALS
Web Content Management Specialist
to the Center for Folklife and Cultural Heritage

SCOPE OF WORK:

The contractor shall provide professional, technical, non-personal services for website design and content management to the Center for Folklife and Cultural Heritage (CFCH) at the Smithsonian Institution (SI). This will include updating content and layouts on existing websites, assisting in the development of new web pages, working with a variety of media types, and troubleshooting issues as needed.

STATEMENT OF WORK AND DELIVERABLES:

Contractor shall work with the project teams to identify needs for existing website updates and development of new web pages and microsites connected to the Folklife website based on project and event plans. The contractor shall manage the design, layout, and updating of website content utilizing a variety of media and file types to increase website performance and accessibility. The contractor shall collaborate and communicate across various project teams to ensure content is in alignment with project and communication priorities with an understanding that web pages are being used for research projects and events within CFCH and in collaboration with other partners.

The contractor shall:

Ginseng Website:

- Populate Ginseng Stories templates with layered text, photos, and other rich media
- Embed or link Story Circle recordings and other project-related videos onto site
- Create links to related outside articles and websites
- Collaborate with IT Manager and Lead Curator to develop and manage a public-generated content space
- Support communications team in outreach strategy

IMI (Indigenous Media Initiative) Website:

- Meet with team to discuss new needs
- Develop new IMI page plan
- Reorganize existing content
- Upload 1-5 new commissioned stories (with translations)
- Support communications in launch of new page

IMI Commissioned Video Playlists:

- Work with IT Manager and team to develop structure for video playlist features
- Upload or link video content to create playlists based on commissioned essays

InDigital Conference:

- Create conference splash page in CFCH site (linked to IMI site)
- Create online registration form
- Upload schedule, map, social distance strategy and various other conference updates to page as needed
- Maintain bilingual functions of conference webpage

Mother Tongue Film Festival:

- Collaborate with the IT team and external partners on festival website
- Produce splash page for festival
- Upload schedule and various other updates to page as needed
- Create individual page for each video asset featured with features synopsis and bio
- Collaborate with production team to allow public access to each video and live asset during Scheduled time
- Troubleshoot issues during festival

Nankai University Project Website:

- Design microsite within CFCH for media related to the Summer Tibetan Linguistics Institute Workshops (STLIW)
- Upload 105 videos from past workshops onto course profiles for online use on CFCH media platforms
- Upload 43 slideshow presentations and program documents onto course profiles
- Ensure accessibility compliance for materials
- Design web page that links hosted media to create public access to documents and media
- Create way-finding design (which may include links and text) to ease user navigation through media
- Link new microsite to existing Language Vitality site
- Collaborate with CFCH and STLIW team and Communications on launch of website

SMiLE (Sustaining Minoritized Languages in Europe) Website:

- Redraft current and incoming web content into past tense
- Upload case studies
- Upload final products (chapters, presentations, and reports)
- Rearrange site design to ensure clear wayfinding to final products
- Collaborate with communications team on launch of final site

ACCEPTANCE CRITERIA FOR WORK COMPLETED:

The services will be completed to the specifications and approval of Director of Special Projects, Halle Butvin, in accordance with the review and recommendations of the lead curators for each project.

PERIOD OF PERFORMANCE:

All work under this contract shall begin February 8, 2021 and be completed by July 7, 2021, with a possibility of extension.

PLACE OF PERFORMANCE:

Contractor will work remotely with weekly online or phone meetings with the CFCH team. Contractor will supply their own equipment for the project.

PAYMENT SCHEDULE:

Payments shall be made upon completion and acceptance of all work as required and receipt of proper invoices every month for the duration of the contract period. Contractor must track hours worked weekly to submit with their invoice.

BACKGROUND:

The Center for Folklife and Cultural Heritage's Cultural Sustainability program works with communities to bolster efforts to preserve and practice living cultural heritage in the face of social, economic, and political challenges. Through its work, the program works to understand and mitigate threats to cultural sustainability, scale our impact through partnerships, convenings, and thought leadership, and transform public understanding about cultural diversity.

The projects the Cultural Sustainability program is undertaking all have strong digital content, outreach, and broader accessibility cornerstones; however, in the wake of the global COVID-19 pandemic, the need for increased digital capacity has become apparent. As such, the program is looking to strengthen existing web platforms and expand digital offerings and capabilities to allow for timely and relevant updates to content and resources for streamlined access and usability.

Interested applicants are invited to submit a proposal, including hourly rate, work plan, and payment schedule, for consideration. Email folklife@si.edu with "Web Content Management" in the subject line. Proposals will be accepted until January 15, 2021.

Individuals and companies that want to do business with U.S. government agencies, including the Smithsonian Institution, are required to maintain active and valid registrations in the System for Award Management (SAM). Registration with SAM is free and best accomplished via <https://www.sam.gov>. Before you begin SAM registration you will be required to obtain a DUNS number from Dun & Bradstreet (D&B). Access to D&B is available from the SAM website or at the company website, <http://www.dandb.com>. DUNS numbers are free when you indicate the number is needed to complete registration for U.S. government contract and grant awards. *Please note: Both the SAM and D&B websites include advertisements for private businesses offering registration assistance and other services for a fee. The utilization of such businesses is at your discretion and any fees paid are not reimbursable by the Smithsonian.*