

Request for Proposal
Recruitment of an Agency for Digital Marketing, Website Maintenance
Project Code: IN25000
Terms of Reference

About Habitat for Humanity India:

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort. The housing organisation has since grown to become a leading global nonprofit working in more than 70 countries. In India since 1983, Habitat for Humanity has supported more than 38 million people by helping them build or improve a place they can call home, build improved sanitation units, and provide humanitarian aid and disaster resilient shelter solutions in the aftermath of natural disasters.

Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability, and self-reliance they need to build better lives for themselves. Through shelter, we empower.

To learn more, donate or volunteer, visit www.habitatindia.org

1. Introduction

Habitat for Humanity India (Habitat India) is a leading non-profit organization dedicated to building homes, communities, and hope. We seek to engage a qualified agency to manage our digital marketing initiatives and provide comprehensive website maintenance services.

2. Objectives

The primary objectives of this engagement are:

- Enhance Habitat for Humanity India's online presence and reach through strategic digital marketing.
- Ensure the smooth functioning, security, and up-to-date content of the Habitat India website.
- Identify and engage an agency with the expertise and experience to elevate Habitat India's brand reputation.
- Develop and execute a comprehensive digital marketing strategy to increase awareness and support for Habitat India's initiatives.
- Strengthen Habitat India's presence across various digital platforms and enhance online stakeholder engagement.
- Position Habitat as a leader in the housing sector.
- Establish Habitat as a partner of choice for corporate partners, Government and other external stakeholders.

3. Scope of Work

A. Digital Marketing:

- **Strategy Development:**
 - Develop a comprehensive digital marketing strategy aligned with Habitat India's mission and goals to enhance brand building.
 - Build a strong brand image for Habitat on digital mediums.
 - Identify key performance indicators (KPIs) to measure the success of digital marketing campaigns.
 - Thought Leadership and building strategic personal branding for the National Director.
 - Develop and execute innovative projects such as Influencer Marketing Campaign
 - Attract Habitat donors (old and current), volunteers (old and current) and other stakeholders on Habitat India owned digital platforms.
 - Increase the reach of crowdfunding campaigns and contribute towards individual fundraising.
- **Social Media Management:**
 - Create and curate engaging content for Habitat India's social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube etc.).
 - Manage social media accounts, including posting, responding to comments, and engaging with followers.
 - Implement social media campaigns to increase reach, followers and engagement.
 - Increase video views and engagement on YouTube

- **Search Engine Optimization (SEO):**
 - Conduct SEO audits and implement on-page and off-page SEO strategies.
 - Optimize website content for search engines to improve organic search rankings.
- **Pay-Per-Click (PPC) Advertising:**
 - Manage successful PPC campaigns on platforms like Google Ads, Facebook Ads, Instagram, LinkedIn, YouTube and other relevant digital channel during disaster response initiatives and peace time.
 - Monitor and optimize ad performance to achieve the best ROI.
- **Email Marketing:**
 - Develop and execute email marketing campaigns to engage supporters, donors, and volunteers.
 - Create newsletters, fundraising appeals, and other email communications for regular campaigns.
 - Increase the newsletter sign-up, improve email open and conversion rate.
- **Content Marketing:**
 - Develop high-quality, engaging content (blogs, videos, infographics) to drive traffic and engagement.
 - Collaborate with Habitat India's team to align content with organisational goals.
- **Analytics and Reporting:**
 - Track and analyze the performance of digital marketing campaigns using tools like Google Analytics.
 - Provide monthly reports with insights and recommendations for continuous improvement.

B. Website Annual Maintenance Contract (AMC):

- **Regular Updates and Maintenance:**
 - Increase website traffic and engagement.
 - Perform regular updates to the website's CMS (Content Management System) and plugins.
 - Ensure website security by implementing necessary updates and monitoring for vulnerabilities.
- **Content Management:**
 - Assist with content updates, including uploading new content, editing existing content, and ensuring consistency.
 - Provide support for creating and managing multimedia content (images, videos, etc.).
 - Adding, updating, and formatting website content as per the Habitat's requirements.
 - Creation of new webpages and new donation pages with existing payment gateways providers.
- **Technical Support:**
 - Offer technical support for website-related issues, including troubleshooting and resolving problems.
 - Ensure website uptime and performance monitoring.
 - Troubleshooting and resolving within 48 hours technical problems as they arise.
- **Backup and Recovery:**
 - Implement regular backups of the website to prevent data loss.
 - Develop a disaster recovery plan to restore the website in case of any issues.
- **Bug Fixes**
 - Identifying and fixing any bugs or errors that may occur on the website.
 - Conducting thorough testing after bug fixes to ensure the issue is resolved.
 - Make sure there aren't any broken links on the pages.
- **Performance Optimization:**
 - Regularly analyzing website performance and making necessary improvements to enhance speed and user experience are adequate across all major browsers and mobile.
 - Optimizing images, scripts, and other elements for faster loading times.
 - Optimize website speed and performance to ensure a smooth user experience.
 - Conduct regular performance audits and make necessary improvements.

- **SEO Maintenance:**
 - Ensure ongoing SEO optimization to maintain and improve search engine rankings.
 - Update meta tags, alt tags, and other SEO elements as needed.
- **Software Updates**
 - Ensuring that the website's content management system WordPress and other software are kept up to date with the latest versions.
 - Applying security patches and updates to prevent vulnerabilities.
- **Security**
 - Implementing security measures to protect the website from potential cyber threats and attacks.
 - Installing and configuring security plugins or software as necessary.
 - Overseeing website security and DNS account management.
 - Uptime monitoring of the websites so that the websites are available as close to 100%. In case of any downtime, the agency will alert Habitat India team and will assist by sorting out the situation as quickly as possible with the hosting provider. The duration will depend on a case-by-case basis.
- **Analytics and Reporting**
 - Integrating and configuring web analytics tools Google Analytics to track website performance.
- **Consultation and Advice**
 - Offering technical advice and consultation on website-related matters.
 - Recommending improvements or upgrades to enhance the website's functionality and user experience.
- **Communication and Support**
 - Maintaining open channels of communication with the client for quick issue resolution and updates.
 - Providing timely responses to client inquiries and requests.

4. Monitoring

- Monthly reviews and reports on digital marketing performance and website maintenance activities.
- Quarterly reviews and strategy adjustments based on performance data.
- Regular content updates and SEO improvements.

5. Duration

The contract will be for a period of one year, with the possibility of renewal based on performance and mutual agreement.

6. Eligibility Criteria

- Proven experience in digital marketing and website maintenance, particularly for non-profit organizations.
- Strong portfolio demonstrating successful digital marketing campaigns and website management.
- Expertise in SEO, PPC, social media, content marketing, and analytics.
- Technical proficiency in website management, including CMS, security, and performance optimization.

7. Submission Requirements

Interested agencies should submit the following:

- Agency profile, including relevant experience and case studies.
- Detailed proposal outlining the approach to digital marketing and website maintenance.
- Team composition and key personnel involved in the project.
- Cost proposal, including a breakdown of fees for digital marketing and website AMC services.
- References from past clients, preferably non-profit organizations.

8. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevance and quality of experience (30%)
- Proposed approach and methodology (30%)
- Team expertise and composition (20%)
- Cost effectiveness (20%)

9. Submission Deadline

Proposals must be submitted electronically in PDF format along with relevant documents as mentioned in the Proposal Requirements to info@hfhindia.org by 19th June 2024. For any queries or additional information, please contact Amol Walawalkar on amolw@habitatindia.org

10. Skill and other requirements

- Strong track record and proven experience in digital marketing strategies and reliable website maintenance services the individual consultant/agency must provide case studies or references demonstrating their experience in digital marketing strategies and website maintenance services.
- Strict adherence to Habitat's brand guidelines.
- Expertise in creating comprehensive digital marketing strategies.
- Ability to align digital marketing efforts with organizational goals.
- Proficiency in creating engaging and high-quality content for various digital platforms.
- Experience in managing content calendars and ensuring consistent messaging.
- Advanced knowledge of social media platforms and best practices.
- Experience in managing social media campaigns and community engagement.
- In-depth understanding of SEO principles and techniques.
- Experience in conducting SEO audits and implementing on-page and off-page SEO strategies.
- Experience with email marketing tools and analytics.
- Strong analytical skills to track and interpret digital marketing performance.
- Proficiency in using tools like Google Analytics and social media analytics platforms.
- Expertise in website management, including CMS platforms (e.g., WordPress).
- Knowledge of web development languages such as HTML, CSS, JavaScript, and PHP.
- Experience in implementing and managing website security measures, payment gateways.
- Prior experience working with non-profit organizations is highly desirable.
- Understanding of the unique challenges and opportunities in the non-profit sector.
- Ability to work collaboratively with Habitat India's team and other stakeholders.
- Strong communication and interpersonal skills.
- Proven project management skills to ensure timely and efficient delivery of services.
- Ability to manage multiple tasks and priorities effectively.
- Provide references from past clients, preferably non-profit organizations, to demonstrate experience and reliability.
- Adherence to Habitat India's core values of humility, courage and accountability as well as policies and guidelines, including confidentiality and data protection.
- Compliance with relevant laws and regulations related to digital marketing and website management.

11. Transparency/code of conduct

You will be governed by the code of conduct and the expectations of Habitat India while representing the organisation in coordination and field visits.

12. Safeguarding

The consultant and the field staff engaged in the project must adhere to the safeguarding code of conduct in both their professional and personal lives, which includes doing "NO HARM" to vulnerable children and adults, whether directly or indirectly, intentionally, or unintentionally, knowingly, or unknowingly. The consultants must take proactive steps to prevent, respond to, and report safeguarding-related risks and concerns by extending support and encouraging a "SPEAK UP" culture using the established reporting system. Any breaches would invite immediate disciplinary action, including the termination of the contract.

The following steps are part of safe-guarding related screening:

- Undergo orientation to have a comprehensive understanding of Habitat India (including its values), its safeguarding obligations and the personal responsibility to maintain the same, the available reporting system and the consequences of non-adherence to the safeguarding code of conduct.
- Submission of the signed code of conduct.
- Submission of the safeguarding course completion certificate after taking the course online on Habitat Learns, or if the consultant is not comfortable in English, then the selected consultant can go through the Hindi version of the course, take the offline assessment, and submit the same for acknowledgment of successful completion of the course.
- A self-declaration stating that they have no involvement, past or present, in any case of any form of abuse against any child or adult.

13. Relationship: During the term of your association with Habitat India, you shall perform your services in the capacity as an independent consultant and shall have no claims/benefits or entitlements that an employee of Habitat India shall be entitled to.

14. Reporting: The consultant will report to Ritwik Sawant, Director – Communications, Habitat for Humanity India with detail progress report and analytics

15. Pre-Closure or termination: The consultancy can be pre-closed or terminated mutually by providing written notice of 15 days by either party, without assigning any reasons in writing for such pre-closure or termination. On pre-closure or termination of the agreement all the materials, documents in your possession will be returned to Habitat India. Subsequent to the termination, you shall refrain from holding yourself out as a representative of Habitat India, in any manner whatsoever.

16. Non-disparagement: You shall not make any communication or engage in any conduct that could be in any way construed as disparaging of Habitat India.

17. Dispute: In the event of any dispute arising out of this engagement between the parties, the same shall be sought to be amicably resolved by mutual discussion. In the event that the parties are unable to arrive at a mutually acceptable settlement, the courts in Mumbai, Maharashtra shall have exclusive jurisdiction to deal with the said matters.

18. General terms:

- Habitat India shall be entitled to terminate this engagement with immediate effect in the event that it is of the opinion that the consultant has acted in breach of the terms contained herein.
- The consultant shall indemnify Habitat India, against all losses, liabilities, actions, claims, proceedings, damages, penalties, demands, costs or expenses arising out of the breach of any of the obligations, warranty or covenants contained in these Terms of Reference or any loss on account of fraud.
- The present engagement shall be governed by the laws in force in India.
- The consultant shall not be entitled to assign the obligations under these Terms of Reference to any person without receiving the prior permission of Habitat India in writing.

As acceptance of the terms and conditions stipulated, please sign a duplicate copy of this letter for our records.

Signatures

For Habitat for Humanity India

Anand K. Bolimera
National Director

For the Service Provider