

Request for Proposals

UX Research & Design Consultant

RFP n#: 2022-08-COMMS-UX

Location: Remote

Start date: Early October 2022

End date: 4 November 2022

Better Cotton key contact:

Eva Benavidez
Communications Team
tender@bettercotton.org



All applications must be sent by email, to tender@bettercotton.org **ONLY** with the subject header: "Application RFP UX Research & Design Consultant – RFP n# 2022-08-COMMS-UX."

Questions, requests and applications sent after the deadline 26 August 2022 will only be considered in exceptional circumstances.

Description

Better Cotton is the world's largest cotton sustainability programme. Our mission: to help cotton communities survive and thrive, while protecting and restoring the environment. In difficult times, we are meeting the challenge head on. Through our network of field-level partners we have provided training on more sustainable farming practices to more than 2.9 million cotton farmers in 26 countries. More than a fifth of the world's cotton is now grown under the Better Cotton Standard and our membership network includes more than 2,400 members.

More information about Better Cotton can be found on our website: www.bettercotton.org

Background

In September 2021, as part of our Better Cotton rebrand, we launched a new website. The site includes a dedicated area for members (accessible with login details) that contains content designed just for Better Cotton Members. A year on from the website launch, we are now looking to review our site performance, analyse website usage and the user journey, and make recommendations for short-term quick wins and long-term website improvements.

We are seeking proposals from skilled individuals or organisations interested in website user experience and design who can support the Communications Team in shaping and enhancing the digital experience of Better Cotton Members and our wider stakeholder network.

Scope of Work

The expected output will include:

- An in-depth analysis of the user journey through the Better Cotton website including a summary of the behaviour and expectations of online users (both members and non-members).
- Analytics on the current usage and a proposed approach for monitoring usage (with key data points).
- Reviewing website navigation, page routing, page design and make recommendations for improvements.
- Communicating insights and findings in a clear and accessible way for non-technical colleagues.
- Working closely with Better Cotton's external web development agency to understand and execute ideas for improvements.
- Tracking digital trends and conduct competitive analysis of other websites that operate in the same space.
- Preparing reports and presentations for wider Communications Team, Membership Team and senior management.

In addition to skills, competencies and expertise, we will consider value for money and demonstrable commitment to the sustainability field to evaluate applications.

High-level Timeline

29 August 2022	All applications must be submitted by email, headed "Application RFP UX Research & Design – RFP n# 2022-08-COMMS-UX addressed to Eva Benavidez at tender@bettercotton.org ONLY
September 2022	Applications review & shortlisting / Interviews
3 October 2022	The successful applicant will be notified Unsuccessful <u>shortlisted</u> applicants will also be notified
October 2022	Start of the consultancy
4 November 2022	Final report / deliverables

Required Skills & Knowledge

Skills, Knowledge and Experience
<i>Essential</i>
Previous data mining and analysis experience
Familiarity with major web analytics tools, such as Google Analytics and Salesforce
A solid understanding of web design and web technologies
Excellent communication, time-management and process-management skills
Keen problem-solving and organisational abilities
Strong verbal and visual communication skills to present and explain insights and recommendations
Fluent written and spoken English

Application Requirements

Proposals responding to this Request for Proposals should include the following:

- CV
- Overview of relevant experience
- Examples or portfolio of relevant work and projects
- Detailed and transparent budget, preferably in EUROS, including time allocation and day rates.

We thank all applicants for their interest; however only shortlisted applicants will be contacted.

Better Cotton is committed to good practice and transparency in the management of natural, human and financial resources. All applications will be reviewed under the principles and subject to Better Cotton's policies on equal opportunity, non-discrimination, anti-bribery & corruption and conflict of interest.