

Webmaster Consultant

Introduction

Alberta Gerontological Nurses' Association (AGNA) invites proposals for the optimization of its online presence, with the goal of serving current members more effectively and expanding our membership base.

Background

AGNA, a culturally and digitally diverse non-profit nursing association, represents gerontological nursing roles across Alberta. We operate from a Canadian server and engage with our audience via LinkedIn, Facebook, and our 'X' channel (formerly Twitter). We disseminate information through regular emails, newsletters, blog posts, in-person educational events, members online learning platforms, virtual board meetings and a virtual AGM.

AGNA was founded in 1981 with the mission of providing "leadership and promoting excellence in gerontological nursing in Alberta". To view our current website, please visit www.agna.ca. This nursing association composed of registered nurses (RNs), licensed practical nurses (LPNs), nurse practitioners (NPs), and registered psychiatric nurses (RPNs), strives to achieve the following objectives for its diverse membership:

- To promote and provide continuing learning opportunities in gerontological nursing
- To advocate, foster, and participate in activities which promote the health and quality of life of older adults in the Alberta community
- To promote networking opportunities for nurses
- To promote and disseminate gerontological nursing research
- To present the views of AGNA to government, educational, professional and other appropriate bodies
- To assist in developing a supportive, healthy work-life environment for gerontological nurses in Alberta

Project Objective

The objective is to modernize AGNA's web presence by developing and implementing a strategy to serve current members more effectively and expand our membership base. The strategy should outline how to strengthen AGNA's online presence to enhance our members' knowledge and skills in a diverse and evolving healthcare landscape and consider use of artificial intelligence (AI) and other digital marketing strategies.

Scope of Work

Content Management

- Optimize and maintain online content, including website, social media, newsletters, blogs, and learning content.
- Support chapters and chairs in managing their online presence.

Structural Optimization

- Enhance social media and email communications.
- Develop and implement a modern, visually appealing website design.
- Utilize analytics for strategic insights.
- Develop online campaigns for member engagement and recruitment.

Project Strategy Considerations

1. Understanding the Audience

- Primary Audience: Current and potential gerontological nurses in Alberta.
- Secondary Audience: Healthcare organizations, educational institutions, and the general public interested in gerontology

2. Key Messaging Themes

- Expertise in Gerontology: Highlighting AGNA's role in advancing gerontological nursing through research, education, and practice.
- Professional Development: Emphasizing opportunities for continued learning, certifications, and career advancement.
- Community and Networking: Showcasing the community aspect of AGNA, with a focus on building professional connections and sharing knowledge.
- Advocacy and Impact: Demonstrating AGNA's impact on policy, healthcare standards, and the well-being of older adults.

3. Content Types

- Educational Content: Articles, webinars, and podcasts featuring expert insights on gerontological care, new research, and best practices.
- Member Stories and Testimonials: Sharing experiences and successes of current members to illustrate the value of AGNA membership.
- News and Updates: Regular updates on AGNA activities, industry news, and relevant legislative changes.
- Interactive Content: Q&A sessions, online forums, and live webinars to engage members and encourage dialogue.

4. Distribution Channels

- AGNA Website: Central hub for resources, news, and membership information.
- Email Newsletters: Regular newsletters to keep members informed and engaged.
- Social Media: Utilizing platforms like LinkedIn, Twitter, and Facebook for wider reach and engagement.
- Local Events and Conferences: Participation in local healthcare events to increase visibility and network.

5. Engagement and Feedback

- Surveys and Polls: Regularly soliciting member feedback to tailor content and services.
- Member Spotlights: Featuring members and their contributions to the field in various communications.
- Interactive Webinars and Workshops: Encouraging active participation and continuous learning.

6. Measurement and Adaptation

- Analytics Tracking: Monitoring website traffic, social media engagement, and newsletter open rates to assess effectiveness.
- Membership Growth Tracking: Monitoring membership numbers monthly to gauge the impact of content strategies.
- Feedback Review: Regularly reviewing member feedback to refine and adapt the strategy.

7. Collaborations and Partnerships

- Partnering with Educational Institutions: To provide specialized training and workshops.

- Collaboration with Healthcare Organizations: To highlight practical applications of gerontological nursing.

Desired Outcomes

- Comprehensive online presence strategy.
- User engagement evaluation strategy (e.g. surveys).
- Effective SEO strategy implementation.
- Reliable hosting and technical support services.
- User-friendly, updated website design.

Qualifications

- Experience in web and digital marketing for non-profits, preferably in healthcare.
- Experience working under the direction of a board of directors preferred.
- Expertise in SEO, web analytics, and social media management.
- Proficiency in content creation, graphic design, and virtual communication.
- Independent, self-motivated work style with collaborative capability.
- Proficiency in Wordpress, email hosting, and online presence management.
- Provide own workspace, bear all their own costs for equipment, and internet access.

Proposal Submission

- Proposal Format: attached to email in PDF format
- Submission Deadline: midnight May 7th, 2024
- Contact information for queries: communications@agna.ca

Budget and Pricing

- Proposal to include estimated one time consultant fee and ongoing maintenance future costs
- Budget constraints:
 - Contractor will provide their own workspace and materials to work virtually
 - We are a non-profit organization

- Pricing Format (Fixed or variable): negotiable
- Payment Terms: negotiable
- Estimated cost for project completion: \$10, 000 (negotiable)
- Further details to be included in contract negotiation

Timeline.

- Phase 1 (1-3 Months): Implementing foundational content and establishing distribution channels.
- Phase 2 (4-6 Months): Focusing on engagement strategies and community building.
- Phase 3 (6-12 Months): Expanding outreach and refining strategies based on feedback.
- Consideration of long-term engagement post contract completion (5-7 years).

Submission Requirements

- Detailed approach to content presentation, approval processes, and stakeholder engagement.
- Estimated costs and maintenance plans.
- Vendor Company Information
- Experience and previous work
- Project approach and methodology
- Team composition (if applicable) and qualifications

Evaluation and Accountability

- Review process: Standardized criteria will be used to evaluate proposals including proposal and portfolio reviews, and candidate virtual interviews. Assessments will be based on referrals and recommendations, with consideration of proposal styles.
- Selection Process: The top 2 candidates, determined by the Online Presence Team, will be presented to the AGNA Board for final decision on the successful candidate and they will be notified.
- Report to: The Online Presence Team will assess the project against AGNA standards. Results will be reported at the AGM, with regular updates to the board.

- Non-completion: this will result in contract termination without payment.
- Successful candidates must sign a Confidentially Agreement and meet Legal and Compliance Requirement.

Proposals must be submitted by midnight on May 7th, 2024, addressed to communications@agna.ca.

We thank all applicants for their interest in collaborating with AGNA to elevate our online engagement and member services.