

# 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](http://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 19th, 2024
- Contact information for queries: [communications@agna.ca](mailto: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](mailto:communications@agna.ca).

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