

Website Redesign for the Leah Zallman Center for Immigrant Health Research

The Leah Zallman Center for Immigrant Health Research (LZC) is a center at the Institute for Community Health (ICH) that partners with immigrant communities, advocates, policymakers, and social and health systems on actionable research to improve immigrant health and well-being. The Institute for Community Health is a nonprofit public health consulting agency located in Malden, MA.

ICH and LZC have separate websites that follow the same basic template:

ICH: <https://icomunityhealth.org/>

LZC: <https://immigranthealth.org/>

Website Needs Overview

LZC is seeking a web developer who can provide a basic site redesign of the LZC website and ongoing website maintenance of the LZC and ICH websites. The ICH website does not need a redesign at this time, but this may be a future project opportunity. Both sites use the WordPress platform, while the LZC website additionally uses Divi.

Goals for LZC website redesign:

- Modernize the look and feel of the website
- Improve organization of content and user experience
- Ensure that LZC and ICH staff can easily make content updates and other minor edits to the website
- Create a mobile-friendly design

Consultant Responsibilities

- LZC website redesign
 - Provide creative input on dynamic redesign of overall LZC website and specific pages as requested (e.g., provide design recommendations, suggest additional features or formats)
 - Develop draft layout and content map for redesigned site and iterate with LZC staff to finalize
 - Build/update site according to finalized redesign decisions
 - Ensure a positive user experience of the mobile version of the LZC website
- Site maintenance for LZC and ICH websites
 - Ongoing maintenance of ICH and LZC website health (e.g., updating plugins, alerting ICH and LZC staff re: needed and/or expiring licenses)
 - Monthly pulls of ICH and LZC web analytics
 - As needed minor updates of content and pages
 - As needed creation of new pages



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- As needed troubleshooting of errors and software or platform issues with ICH and LZC staff

Deliverables

- Refreshed LZC website
- Staff training and written instructions/guide on how to edit LZC website content (with Divi and/or other tools based on redesign)
- Monthly web maintenance and analytics summaries for ICH and LZC websites (summary of updates made and analytic data)

Total budget: Up to a total of \$10,000 for the refreshed LZC website and staff training/written instructions, with additional payment for monthly maintenance and analytics for the LZC and ICH websites (consultants may propose a fee structure for the maintenance/analytics component).

Qualifications: Looking for experienced website developer with expertise in Wordpress and user experience.

Must be able to provide US W-9 tax form as part of the contracting process.

Candidates who are immigrants are encouraged to apply.

To apply, contact Emily Chiasson at echiasson@icommunityhealth.org. Please submit examples of previous work.



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