# Request for Proposals (RFP) for Website Developer

**Issued by:** Lotus STEMM
**Project Title:** Advancing South Asian Women in STEMM: Breaking Barriers : Building Opportunities
**Contract Duration** - 6 Months (2026)
**Reports to:** Roopali Chaudhary, PhD (CEO/ED)
**Submission Deadline: September 20 2025**

## 1. Organization Overview

**Lotus STEMM** is a grassroots not-for-profit organization committed to advancing the representation and success of South Asian women in Science, Technology, Engineering, Mathematics, and Medicine (STEMM). We work to dismantle systemic barriers and build equitable opportunities through research, programming, and community engagement. Equity, diversity, inclusion, and accessibility (EDIA) are embedded in everything we do.

**Learn more about us at: www.lotusstemm.org**

## 2. Project Overview

Lotus STEMM is seeking an experienced Website Developer (individual or agency) for a 6-month full-time contract. The developer will create and maintain a responsive, inclusive, and **high-performing website** and **Learning Management System**. This role includes end-to-end development, SEO optimization, digital marketing integration, and adherence to accessibility standards..

## 3. Scope of Work

### 3.1 Website Development

- Full-stack development using platforms such as WordPress, Drupal, Wix etc. (The developer must be able to handle varying levels of website complexity)
- Fullstack development with experience in Javascript, HTML5, CSS and other programming languages used for website development would be an asset

### 3.2 Supporting with the build and integration of custom Learning Management System (LMS)

- Creation of custom themes, plugins, or modules as needed. Should be able to integrate with third-party tools and platforms via APIs or custom integrations.
- Responsive design and cross-browser compatibility.
- Setup and deployment to secure hosting environments.

### 3.3 Accessibility Compliance

- Built to meet WCAG 2.1 AA standards or higher.
- Incorporate:
    - Screen reader support
    - Alt-text and ARIA labels
    - Keyboard-only navigation
    - Transcripts/captions for media
    - High contrast and resizable text options

59 Lauraglen Crescent
Brampton, Ontario
Canada, L6Y 5A5

Phone: 289-308-7229
http://www.lotusstemm.org
lotusstemm@gmail.com

### 3.4 SEO & Content Optimization

- Implement technical SEO during build: metadata, schema, headers, site maps, etc.
- Optimize site speed and performance.
- Collaborate on or integrate supplied content.

### 3.5 Digital Marketing & Integration

- Google Analytics, Tag Manager, and SEO tool integration.
- Basic PPC campaign landing page setup.
- Social media integrations (Facebook, Twitter, LinkedIn, YouTube).

### 3.6 Maintenance & Support

- Routine updates to CMS, plugins, and system libraries.
- Monitoring and security patches.
- Bug fixes and ongoing technical support.
- Tracking user traffic and usage of various areas of the website to help make more informed decisions

## 4. Contract Details

- Engagement: (This role will require a full-time level of effort, with flexible working hours. The engagement will be deliverable-based, ensuring flexibility while meeting all agreed project outcomes and timelines.The Developer will work closely with a cross-functional team to achieve project goals.)
- Duration: 6 months
- Start Date: 5 January 2025
- Work Mode: Remote
- Reporting to: Roopali Chaudhary, PhD (CEO/ED)

## 5. Deliverables

- Fully developed, tested, and launched website (Breaking Barriers Project and its LMS) & integrated Lotus STEMM website.
- Administrator and technical documentation
- GitHub (or equivalent repository) access to source code
- Monthly reports on website performance and maintenance activities

## 6. Proposal Submission Requirements

Please include the following in your submission:
1. A detailed proposal outlining your development approach, including recommended platforms, frameworks, and tools.
2. A brief overview of your background or company, highlighting relevant expertise and services offered. Please include a portfolio featuring 2-3 comparable projects.
3. A proposed timeline with key phases and milestones, from initial development to final deployment.
4. A clear breakdown of costs, preferably as a quarterly payment schedule - typically 50% at the start and 50% upon completion of the contract..
5. A summary of your experience implementing accessibility best practices (e.g., WCAG compliance), along with tools or methodologies used.
6. A brief letter describing your interest in this project and why your skills and experience make you a strong fit.
7. Contact information for at least two past clients or collaborators from similar projects who can speak to your work.

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Submissions should be sent to **recruitment@lotusstemm.org**. Only candidates selected to move forward in the hiring process will be contacted.

## 7. Evaluation Criteria

Proposals will be evaluated on:

- Technical capability and relevant experience
- Proven knowledge of accessibility and inclusive design
- Alignment with Lotus STEMM's mission and values
- Cost-effectiveness and clarity of proposal
- Quality of communication and collaboration approach
- References and past performance

We look forward to your proposals.

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