



Terms of References (ToR) for Content development & Website design services

[Centre for Policy Dialogue \(CPD\)](#), a policy-influencing think tank in Bangladesh, is looking for a person/an organisation skilled in:

- Content Development
- Web and graphic Design
- Digital Marketing
- Video Production

BACKGROUND

CPD is looking for Content development & Website design services from a person/Organisation who will be responsible to deliver the followings:

Content Development

- Create content strategies on thematic areas
- Write creative and unique content as well as come up with innovative ideas
- Creating unique, simple-to-understand, and user-friendly content using good SEO techniques
- Writing new web content and editing existing content
- Perform precise keyword research
- Stay up to date with various methods to create engaging and attractive content
- Collaborating with CPD team members and brainstorming subjects for creative content
- Editing and proofreading new content before publication
- Managing the distribution of content through our various channels, including social media
- Analyzing performance indicators and web traffic and determining the effectiveness of created content

Web and graphics Design

- Ensuring website function and stability across devices i.e. desktop, mobile, tablet
- Working with marketing and research teams to incorporate brand elements and relevant market research findings into website
- Design info graphics, tickers, logos, banners, and other communication materials
- Use the appropriate colors and layouts for each graphic

Social media marketing

- Designs, builds, and maintains our social media presence.
- Measures & reports performance of all digital marketing campaigns & assesses ROI and KPIs
- Identifies trends and insights and optimizes spend and performance based on the insights.
- Collaborates with internal teams to create landing pages and optimize user experience.



Video Production

- Create and develop multimedia (audio/video) content, documentary videos, Animation promo, producing short interviews and wide promotion through social media and email campaign
- Collaborate closely with internal staffs to help facilitate the creation of multimedia content
- Record and edit video and sound projects, including selecting program format for final output, capturing/importing media, organizing raw media, editing footage and sound files, creating and inserting static and motion graphics, titling, adding music/voice-over/sfx, media management
- Manage video library

Basic Software and Programme requirements

- HTML ; CSS; PHP; Wordpress; jQuery; JavaScript
- Adobe Suite – Photoshop, Illustrator, InDesign, Premiere, After Effect
- Animation programmes (i.e. powtoon, videoScribe etc.)
- API web integration
- Experience in User Experience (UX) and User Interface (UI)

Duration

The person/Organisation will be engaged for six (06) months.

Application Procedure

Qualified candidates/organisations should apply with a copy of their resumé/company profile & portfolio at sarwar@cpd.org.bd.

Application Deadline

The deadline for application submission is Tuesday 5 October 2021.