REQUEST FOR PROPOSALS

Retained Digital Platform and Website Partner

International Finance Facility for Education (IFFEd)

October 2026

1. About IFFEd

The International Finance Facility for Education (IFFEd) is an international institution headquartered in Geneva, Switzerland. IFFEd was established to catalyse increased finance for education in lower middle-income countries, operating through blended finance mechanisms including guarantees and concessional lending. As a growing organisation IFFEd places a high value on clear, engaging and professional communications that reflect our values, strengthen our brand, and effectively communicate our impact to a wide range of stakeholders, including governments, multilateral development banks, donors, foundations and civil society partners. IFFEd is seeking to appoint a retain a digital platform and website partner to provide ongoing strategic development and design support.

Indicative timeline of contract, 12 months but renewable.

2. Purpose of this RFP

IFFEd invites proposals from experienced individual consultants, freelancers and boutique digital agencies to provide ongoing website development and digital support services. We are seeking a retained Digital Platform & Website Partner to become an extension of our team, supporting the ongoing development, management and continuous improvement of our website and digital platforms.

Rather than procuring website development on a project-by-project basis, IFFEd wishes to establish a longer-term partnership with a developer / agency who can develop an in-depth understanding of our organisation, audiences and communications objectives. Suppliers may bid for all or part of the scope.

3. Background and Context

IFFEd is a small, internationally focused organization operating in a complex and technical financial and governmental environment. Our digital communication channels and platforms must be professional, accessible and visually engaging while remaining consistent with our established visual identity. We are looking for a digital platform and website partner who can quickly understand our organization, absorb our brand guidelines and work confidently within them. We are looking for a proactive partner who will not only respond to requests but will actively identify opportunities to improve our website, user experience and digital presence.

We are also interested in advice on whether WordPress remains the most appropriate CMS for our future needs.

4. Technical Details

4.1 The Website:

IFFEd currently operates a WordPress website hosted by a third-party provider. Hosting is not a mandatory requirement of this procurement. The website has no complex integrations or functionality. Currently hosted and maintained by WP-Engine, It uses a ThemeForest theme called The7 which utilises the WPBakery page builder.

Plugins used on the site include:

- Duplicate Page (1 click page duplication)
- Genesis Blocks (library of blocks for use in the Wordpress editor)
- Page Links To (for linking to external site pages within the default nav)
- Public Post Preview (to all for anonymous users to preview a post prior to publishing)
- Redirection (301 redirect management)
- Safe SVG (upload and sanitise SVG files to prevent security issues)
- Wordfence (firewall and malware scanning)
- WP Migrate (for initial site content migration)
- WP Bakery Page Builder (drag and drop page builder used across the site)

4. Scope of Services

4.1 Website Development (New Build / Re-Skim or refresh)

- Review of website aligned to brand guidelines with a view to a refresh
- UX review for existing site with recommendations for improvement
- Proposals for maintenance or migration of CMS system
- SEO and GEO recommendations
- Build new sections and pages.
- Design and implementation of new functionality
- Interactive, and data heavy, digital design of annual reports and digital publications
- Forms and interactive features

4.2 Website Management

• WordPress updates
• Plugin management
• Performance optimisation
• Security updates
• Bug fixing
• Monitoring and backups

4.3 Content & User Experience

• Content restructuring
• Navigation improvements
• Accessibility improvements
• Mobile optimisation
• Content publishing and formatting

4.4 Proactive Website Management

The successful supplier will proactively review the website and recommend improvements, including:
• Broken links
• Spelling and grammar
• Brand and design consistency
• Accessibility issues
• Page performance
• SEO and GEO opportunities
• Outdated content

• User journey improvements

4.5 Strategic Advice

• CMS recommendations (including WordPress alternatives)
• Digital roadmap
• AI opportunities
• Emerging technologies

4.6 Optional Digital Communications Services (Desirable)

• Social media planning and campaigns
• LinkedIn support
• Newsletter support (Mailchimp)
• SEO strategy
• Analytics reporting

5. Working Arrangement

IFFEd intends to appoint a digital platform and website partner under a flexible arrangement.

Bidders are invited to propose an appropriate fee model, which may include:

- An initial project proposal for new build, re-skim or refresh
- An agreed number of support days or hours per month or per annum
- Flexibility to increase or decrease support during peak periods
- Agreed response times
- Availability for urgent requests where practical
- Clear arrangements for additional work outside the agreed fee proposal in emergencies.

The successful partner will provide a short monthly Digital Health Report summarizing work completed, issues identified and recommendations.

IFFEd is seeking a long-term collaborative relationship rather than transactional project support.

6. Eligibility and Qualification Criteria

6.1 Essential Requirements

Bidders should demonstrate:

- Extensive experience delivering digital and website platform services
- Demonstrated technical capability
- Advanced proficiency in Wordpress and equivalent professional software;
- Extensive experience of explaining complex technical and financial issues clearly;
- Commitment to continuous improvement rather than reactive support;
- Demonstrated experience of managing and growing social media platforms
- Ability to manage multiple concurrent projects
- Excellent written and spoken English.
- Knowledge of French desirable.

6.2 Highly Desirable Experience

Preference may be given to consultants with experience working for:

- International organisations

- NGOs and charities
- Foundations
- Multilateral institutions
- Purpose-led organisations

Experience in communicating complex technical, financial and policy information on digital platforms will be highly regarded.

8. Proposal Requirements

Proposals should include:

8.1 Organisation Profile

- Overview of the individual or organisation
- Relevant experience
- Team members (where applicable)

8.2 Relevant Experience

Please provide examples of, any of the following:

- Managed websites or clients
- Digital design improvement of transformation projects
- Digital campaigns

Please include links to portfolios where available.

8.3 Approach

Please describe:

- Your approach and process for managing digital platforms
- How you would familiarise yourself with the IFFEd brand
- Typical turnaround times
- Quality assurance processes

8.4 Commercial Proposal

Please include:

- Proposed fee model, including any proposed monthly, daily, hourly rates
- Availability
- Notice periods
- Any assumptions or exclusions

9. Evaluation Criteria

Proposals will be evaluated on the following criteria. Weightings are indicative and IFFEd reserves the right to adjust these during the evaluation process.

Evaluation Criterion	Weighting
Technical Capability and Experience	30%
Proactive approach, and support design and plan	20%
Understanding of IFFEd's requirements and proposed approach	20%

Evaluation Criterion	Weighting
Quality of proposed retainer model and responsiveness	10%
Value for money	20%

IFFEd reserves the right to shortlist bidders and conduct follow-up interviews or presentations as part of the evaluation process. IFFEd is not bound to select the lowest-cost proposal and will take a holistic view of value for money, including service quality and specialist expertise.

10. Process and Timeline

Milestone	Indicative Date
Issue of RFP	30th October 2026
Deadline for clarification questions	6th November 2026
Proposal submission deadline	13th November
Contract commencement	December 2026

IFFEd reserves the right to amend these dates where necessary.

9. Submission Instructions

Proposals must be submitted electronically in PDF format to the following address by the deadline specified above.

Email: media@iff-education.org

Subject line: IFFEd RFP – Digital Design and Website Partner– [Bidder Name]

Proposals must be submitted in English. Proposals submitted after the deadline will not be considered. IFFEd accepts no responsibility for proposals not received due to technical issues.

Clarification questions must be submitted in writing to the above address by the deadline specified.

To register as a bidder and to receive any clarifications or addenda to this RFP, please notify IFFEd at the above email address with your or your firm's name and contact details.

10. General Conditions

10.1 Confidentiality

This RFP and all information contained herein is confidential and is issued solely for the purpose of this procurement. Bidders must not disclose the contents of this RFP or of their proposals to any third party without IFFEd's prior written consent.

10.2 No Commitment to Award

Issuance of this RFP does not constitute a commitment by IFFEd to award a contract. IFFEd reserves the right to cancel or modify this procurement at any time, to reject any or all proposals, and to award a contract to more than one bidder or not at all, without incurring any liability to bidders.

10.3 Costs of Bidding

All costs incurred by bidders in preparing and submitting proposals are borne entirely by the bidder. IFFEd will not reimburse any bidding costs under any circumstances.

10.4 IFFEd's Immunities

IFFEd's institutional immunities and privileges under the Swiss Host State Act apply to this procurement process. By submitting a proposal, bidders acknowledge IFFEd's status as an international institution and confirm that they will not seek to bring any claim against IFFEd in connection with this procurement before any Swiss court or administrative authority without IFFEd's express waiver.

10.5 Conflict of Interest

Bidders must disclose in their proposals any existing relationships, financial interests, or other circumstances that could give rise to a conflict of interest in the provision of services to IFFEd. IFFEd reserves the right to disqualify any bidder where an undisclosed conflict of interest is identified.

10.6 Data Protection

Personal data submitted as part of this process will be processed by IFFEd solely for evaluation and procurement purposes, in accordance with applicable data protection principles.

11. Contact

All enquiries relating to this RFP should be directed in writing to:

Name: Joanna Hindley

Title: Communications Consultant

Institution: International Finance Facility for Education (IFFEd)

Location: Geneva, Switzerland

Email: media@iff-education.org

Annex A: Proposal Checklist

Please confirm that your submission includes:

- Organisation profile
- Portfolio
- Relevant experience
- Proposed approach
- Commercial proposal
- Two client references

Annex B: Pricing schedule

Please provide:

Proposed fee structure description:
Monthly rate (if applicable)
Hourly rate (if applicable) Day rate (if applicable)
If applicable: Additional hours Emergency support

Optional hosting
Optional social media

Annex C – Service Capability Matrix

Services offered:

Website Development - Y/ N

WordPress - - Y/ N

UX - - Y/ N

Accessibility - Y/ N

SEO - - Y/ N

Security - - Y/ N

Social Media - - Y/ N

Optional Hosting- - Y/ N

Digital Strategy - - Y/ N

Annex D: Declaration of Eligibility

Bidders must complete and sign the following declaration and include it with their proposal.

I/We, the undersigned, on behalf of [Bidder Name], hereby confirm that:

- The information provided in our proposal is accurate and complete.
- We have read and understood the requirements of this RFP and the scope of services described therein.
- We do not have any conflicts of interest that have not been disclosed in our proposal.
- We accept the general conditions set out in this RFP.

Signed: _____

Name: _____

Title: _____

Date: _____

Annex E: Reference Clients

Please provide details of at least two reference clients that IFFEd may contact these references directly.

Reference 1

Name: _____

Organisation:_____

Services provided: _____

Duration of relationship: _____

Contact name, title, email: _____

Reference 2

Name: _____

Organisation: _____

Services provided: _____

Duration of relationship: _____

Contact name, title, email: _____