



# Building Algerian Youth's Future (BAYF)

Website Development

**Deadline for proposals: 2 January 2019**

## Summary:

Fundación Educación para el Empleo (EFE-Europe) is an international non-profit that seeks a web developer to design and produce a simple website to provide members of the public with access to reports and rich content related to Building Algerian Youth's Future (BAYF). The services would be carried out between January-March 2019.

## Client Overview:

Fundación Educación para el Empleo (EFE-Europe) is the European hub of Education For Employment (EFE), the leading youth employment organization in the Middle East and North Africa that transforms the future with youth through the dignity of work. Since 2006, locally-run EFE Affiliates in Egypt, Jordan, Morocco, Palestine, Tunisia, Saudi Arabia and Yemen, and support hubs in the USA, Europe, and the UAE, have partnered to link over 80,000 youth to the world of work while supporting nearly 3,000 businesses to obtain the entry-level talent they need to grow. More information on EFE is available here: [www.efe.org](http://www.efe.org)

## Project Overview:

From November 2018 – March 2019, EFE-Europe will undertake a series of activities to increase knowledge of the Algerian labour market and youth unemployment among Algerian stakeholders, and to outline recommendations for interventions that will provide the stability and opportunities needed for young Algerian women and men to build a better future for themselves, their families, their companies and their communities. The project will focus on the cities of Ouargla, In Salah, Oran, El Bordj Bou Arreridj, Ghardaia, Tamanrasset, In Amenas, and Tindouf, and will entail the creation and dissemination of a labor market report along with related stakeholder engagement, outreach and visibility activities. The project will produce and disseminate locally-tailored knowledge about labour markets, skills and competences in demand, related constraints and opportunities for economic development, and recommendations for inclusive private sector growth. Throughout the project, special attention will be directed to the intersection of unemployment, gender, poverty and social conflict.

## Services:

- Planning and information architecture
- Server/Host/DNS environment set up
- Concept design
- Programming

- Coding
- Content formatting
- SEO planning/ Set up Google Analytics to track website traffic, user behavior and key events/activities on site
- Testing and debugging
- Site maintenance and patches for 12 months after launch
- User manual development
- Training for EFE staff members
- Helpdesk

#### **Specifications + Functionality:**

- Mobile-friendly
- Responsive design
- Optimized for search (SEO)
- Bilingual (French/English)
- Utilizes the brand colors, typeface and other design principles outlined in the project brand guidelines (To be provided after selection)
- Hosts PDFs for easy and convenient download
- Embedded videos
- Photo slideshow
- Social media share buttons on pages and content
- Search
- Contact Us

#### **Deadline for deliverables:**

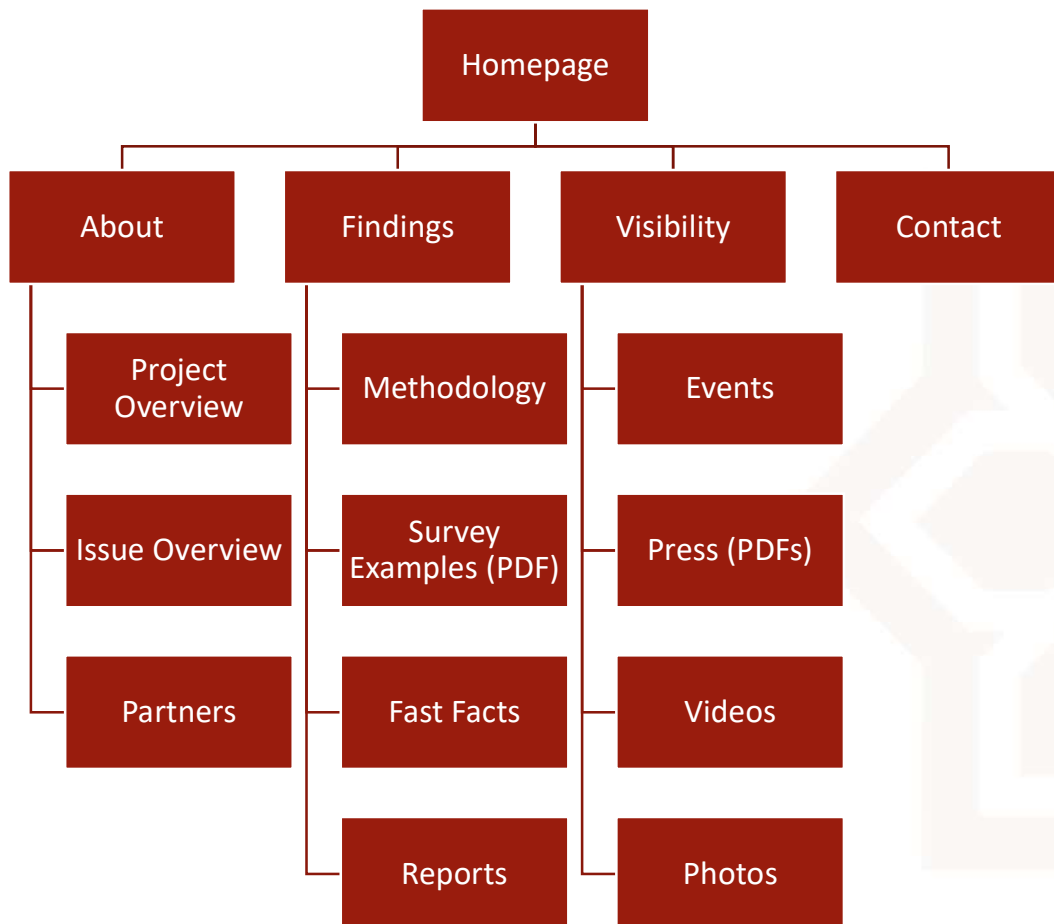
Populated site to be delivered by February 28<sup>th</sup> 2019 and updated with new content until March 31<sup>st</sup> 2019.

Training to be delivered by February 28<sup>th</sup> 2019.

#### **Application:**

Send your proposal, work plan and timeline, budget, and relevant examples of similar work to [europa@efe.org](mailto:europa@efe.org) with WEB DEVELOPMENT in the subject line by January 2<sup>nd</sup>, 2019.

## Example Site Map:



## Example page structure (Home page):

Header (project logo, tag line)

Video + photo carousel

Copy (Project Overview)

Footer: partner logos

Sitemap