



Request for Proposals (RFP): NEU Website Redesign and Redevelopment

Location: Nunavut

Overview

The Nunavut Employee Union (NEU) website helps local members and leaders learn about the work of the union, its collective agreements and opportunities to get involved. The site is regularly accessed by a national audience.

The NEU website content can be dense. Language needs to be simplified in both Inuktitut and English, as well as for Inuit members in remote areas.

Background

The Nunavut Employees Union is the labour union serving more than 5,000 workers across the territory of Nunavut. Established in 1999 and a component of the Public Service Alliance of Canada (PSAC), the NEU advocates for safer and equitable workplaces for all Nunavummiut.

NEU comprises an executive team, with 1 President and 12 Vice-Presidents and Regional Vice-Presidents. It also includes an 8-person staff including an Executive Director and Labour Relations Advisors.

Objectives

The NEU is looking to redesign its website and logo to better connect its membership and reflect its values in conjunction with Inuit Qaujimajatuqangit (IQ) principles.

The following are some project objectives:

- Redesign the logo and website, with the latter redesign based on information architecture best practices.
- Optimize website performance for better user experience and improved functionality.

- Engage visitors with detailed content that is easily navigated, with text, image and video-based material accessible to those with sight or hearing disabilities
- Monitor key performance metrics to evaluate user experience.
- Provide ongoing maintenance and support.

Proposal

Proposals should include:

- Proposed approach and methodology;
- Detailed description of proposed activities, cost estimates and approximate timelines;
- Description of how the logo and website redesign will interweave Inuit Qaujimagatuqangit (IQ) principles;
- Description of team members' qualifications and experience, including resumes of all team members responsible for the work;
- Summaries of two comparable past projects, including client references and contact information.

The following are the criteria NEU will use in the selection process:

- Information on website hosting, particularly on a platform like Nation Builder or similar;
- Detailed plan and timeline (including projected costs for each component);
- Experience working with Inuit and familiarity with Inuit Nunangat;
- Potential for an excellent working relationship with the NEU;
- Comparable past projects;
- Budget and cost-effectiveness.

Contact Information

All proposals must be submitted by 5:00pm, Sunday, May 18, 2025.

Please direct questions to communications@neu.ca