

## Expression of Interest for Website Development and Maintenance Services

PBS 106.7FM is seeking expressions of interest from qualified and experienced vendors for the design, development, and ongoing maintenance of our new website.

The website is the source of multi-platform content delivery, and serves as a marketing, information, and community hub for PBS members and listeners.

We are committed to creating a modern, feature-rich, user-friendly online platform that effectively represents our brand and enhances our engagement with listeners and the broader community.

If you have skills and experience to bring this exciting project to fruition, please find our Expression of Interest information below.

For more information, please call PBS General Manager, Kristen Paterson, on 03 8415 1067 or email [Kristen@pbsfm.org.au](mailto:Kristen@pbsfm.org.au)

### About PBS

PBS FM has been broadcasting since 1979 and has become one of Melbourne's biggest community radio stations. Its mission is to support the local music community and amplify under-represented music. It broadcasts on FM, DAB+, live and on-demand streaming, via the Community Radio Plus app and a dedicated PBS app for Android and iOS.

Over the years, the station has incrementally adapted its technical capacity to serve its nearly 14,000 members and its wide-ranging audience across multiple channels. In 2024 the station is undertaking a thorough review of its tech stack. As the website is integral to the station's content delivery, marketing, and members engagement, the website must well designed, fit-for-purpose, integrated with multiple platforms of content delivery, and secure and functional, and accessible.

## Project Overview

We intend to develop a new website that will:

- Reflect the unique identity and values of PBS.
- Provide a visually appealing, intuitive, and engaging experience for our listeners.
- Integrate essential features such as live streaming, radio on demand, video, program schedule, announcer profiles and playlists, and event calendars.
- Be responsive and accessible across all devices (mobile, tablet, desktop).
- Offer easy-to-use content management tools for our staff to update content.
- Integrate with social media platforms and other digital marketing tools.
- Ensure robust security measures to protect user data and station content.

## Scope of Work

The scope of work for the selected vendor will include:

- Website Design and Development.
  - Creation of a visually appealing, user-friendly website with the features mentioned above, and consistent with the established PBS visual brand.
  - Implement member login feature.
- Website Migration and Integration:
  - Migrating our existing website content to the new platform.
  - The selected vendor will also be required to collaborate with third-party vendors and integrate necessary APIs to ensure seamless functionality across various services, such as live streaming, social media feeds, and other external platforms.
- Content Management System (CMS).
  - Implementation of an easy-to-use CMS that allows our team to manage and update content independently, with multi-tiered levels of access.
- SEO and Digital Marketing Integration.
  - Ensuring the website is optimized for search engines and integrated with our digital marketing efforts.
- Ongoing Maintenance and Support.
  - Regular updates, troubleshooting, and technical support – including afterhours fault escalation – to maintain the website’s functionality and security.
- Training.
  - Providing training for our staff on the use of the CMS and other relevant features.

## Submission Requirements

Interested vendors are invited to submit their Expression of Interest, including the following:

- Company Profile.
  - A brief overview of your company, including relevant experience, expertise in web development, and any experience related to radio stations or media websites.
- Project Approach.
  - A summary of your proposed approach to the project, including key milestones and timelines.
- Portfolio.
  - Examples of previous work or case studies that demonstrate your ability to deliver a project of this nature.
- References.
  - Contact details of at least two clients for whom you have completed similar projects.
- Budget Estimate.
  - An indicative budget range for the project, including a breakdown of costs for each service provided.
- Team Structure.
  - Information about the team that will be involved in the project, including their roles and relevant experience.

## Evaluation Criteria

Submissions will be evaluated based on the following criteria:

- Demonstrated experience and expertise in web development.
- Understanding of the project requirements and proposed approach.
- Quality and relevance of previous work.
- Budget feasibility (PBS in a non-profit Charity).
- Capacity to meet the project timelines.
- References from previous clients.

## Submission Deadline

All submissions must be received by 5pm, Monday 30th of September 2024, and should be sent to [kristen@pbsfm.org.au](mailto:kristen@pbsfm.org.au)

Late submissions will not be considered.

## Contact Information

For any questions or further information regarding this EOI, please contact:

Kristen Paterson | PBS 106.7FM General Manager

Ph: (03) 8415 1067

E: [kristen@pbsfm.org.au](mailto:kristen@pbsfm.org.au)

Thank you for your interest in collaborating with PBS.