



Physicians for
Human Rights

Request for Proposals: Interactive Mapping/Digital Multimedia Consultant

Overview

Physicians for Human Rights (PHR) invites proposals from qualified and experienced digital mapping/multimedia professionals to manage the development of a digital map and multimedia presentation about health care workers in Syria. The consultant is responsible for the design and build of the presentation, with minimal support from PHR's web developers.

The purpose of this document is to provide a brief overview of the digital mapping/multimedia project, outline the scope of work, and share proposal instructions for interested bidders.

Final Date for Submission: **November 10, 2021**

Schedule

Date	Activity
October 27, 2021	Request for Proposals Released
November 10, 2021	Final Date for submission
November 15, 2021	Award of Contract
December 30, 2021	Contract completed

History of PHR's Work in Syria

For more than 30 years, PHR has used science and the uniquely credible voices of medical professionals to document and call attention to severe human rights violations around the world. PHR shared in the Nobel Peace Prize for its contribution to the international effort to ban landmines and it employs its investigations and expertise to advocate for persecuted health workers and facilities under attack, prevent torture, document mass atrocities, and hold those who violate human rights accountable.

In January 2011, peaceful protesters in Syria took to the streets, demanding basic human rights and respect for their dignity. They were met with a fierce crackdown by the Syrian government. That violence has since spiraled into a brutal civil war, devastating the country. Hundreds of thousands of Syrians have been killed in the conflict, and millions have been displaced. Health



professionals and other civilians have been relentlessly and unlawfully targeted, and international laws and treaties blatantly disregarded. Despite multiple peace talks and numerous United Nations Security Council resolutions, the fighting and suffering continue unabated.

PHR has documented [attacks on health care facilities](#) and the [killing of medical personnel](#) since the start of the conflict as part of an effort to call attention to these crimes and secure evidence to hold perpetrators accountable. Our online, [interactive map](#) of Syria provides location information and details on attacks which PHR was able to independently corroborate – 90 percent of which have been committed by the Syrian government and its Russian allies.

Fall 2021 will see the release of a new PHR report that details the targeting, detention, torture and – in some cases– killings of health professionals in Syria between the years 2011 and 2012. Using the dataset in the report, with accompanying case studies of individual stories, the digital multimedia consultant will work with the Communications and Syria teams to conceptualize the structure of a digital multimedia presentation to map data and tell stories from the report. The consultant will report to the digital communications manager.

Scope of Work

PHR is looking for a contractor to manage the development and implementation of an interactive digital presentation using mapping, photography, video, audio, and other integrated visual tools. PHR has previously developed interactive mapping products, [such as this ArcGIS presentation](#), and is looking to replicate some of those functionalities. The goals of the product will be to present the following:

- Patterns of attacks on health care in Syria in the specified time period, specifically health care workers;
- Three to five individual stories creatively highlighted using content and visual assets provided by PHR;
- Product will be integrated into PHR’s website, measured by Google analytics, and mobile-friendly/responsive;
- Product will adhere to PHR’s brand and style guidelines.

Budget

- Project is grant-funded; budget range is between \$16,000 and \$20,000 USD.

Technical Scope

- The consultant is responsible for the design and build of the presentation, with minimal support from PHR’s web developers.
- Product will need to live on PHR’s website, which was built on Wordpress and uses customized Gutenberg blocks.
- PHR’s website is hosted on Pantheon and has a staging site.

Proposal



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To apply, please send a short proposal to hdunphy@phr.org by November 10, 2021. Proposals must include:

- Work plan and methodology;
- Links to digital portfolio;
- Team experience (international teams is a plus);
- Timeline and cost; and
- Two past clients and their contact information for reference checks.

Eligibility Criteria

Proposal will be scored against the following criteria:

- Demonstrated technical proficiency in digital mapping and online interactive tools;
- Experience in relevant fields, including digital media;
- Past work with nonprofits, journalists, or other socially-driven work;
- Demonstrated technical mastery, including Wordpress experience;
- Cost/fee;
- Timeline: work to begin November 15, must be completed by December 30, 2021;
- For final candidates, PHR will contact references.

Physicians for Human Rights is an equal opportunity employer. We recruit and hire without regard to race, national origin, religion, gender identity, sexual orientation, prior conviction, arrest history, disability, marital status, veteran status, or age.