

Consultant – website revamp specifications and tender preparation

About us

Founded in 1908, the International Institute of Refrigeration (IIR) is an independent intergovernmental organisation committed to advancing refrigeration science and technology for a sustainable future through the development of science-based energy-efficient, low-impact refrigeration solutions. By fostering global collaboration and building knowledge on all aspects of refrigeration and heat pump technologies, the IIR plays a crucial role in tackling pressing issues such as food security, healthcare, and climate change. Through its extensive international network, expert commissions, and scientific initiatives, the IIR bridges the gap between knowledge and action, highlighting refrigeration's role as critical infrastructure for all life forms on our planet.

Context

The IIR's website is currently running on a custom-built setup that is proving restrictive for the CMS, CRM, interoperability, UX and UI, lacks marketing (SEO/GEO), content and lead generation features. Along with the modernisation of the branding and global digitalisation, we would like to not only update the website to meet current and future needs, but also incorporate more features and modernise our offering to members, the general public, policymakers and other institutions.

More than just a showcase site, the IIR's website hosts a database of over 110,000 references of scientific publications, an e-commerce platform, manages membership (including user accounts) via a CRM, includes news and events sections, provides custom searches and alerts, hosts two interactive directories, project webpages, training courses.

We are seeking an external consultant with proven expertise in complex, multipurpose, institutional websites to prepare the complete call for tender for the redesign and rebuild of the IIR's website. The consultant will deliver a comprehensive set of technical and functional specifications aligned with the IIR's strategic objectives and future needs and assist in the selection of its future web development agency.

Objectives

Revamp the IIR website to better improve member experience, increase the visibility of the institution and its scientific work, better promote membership and conferences,

improve conversion to membership, simplify the membership pathway, simplify administrative processes for commission members, enable lead capture....

Scope of work

- Review and complete the existing needs assessment including:
 - Conduct user workshops with internal and external stakeholders (members, researchers, policymakers, industry experts, media, general public, commission members, conference participants...) to identify areas for improvement and determine exact needs
 - Identify and map current and future user journeys
 - Analyse the current website's UX, UI, architecture, performance, accessibility, SEO/GEO and GDPR compliance
 - Recommend a technical architecture and suitable tools for key blocks such as CRM, CMS, networking features, future application development for conferences
 - Review and map the current site and suggest improvements for its organisation, architecture, navigation and user journeys
 - Bilingual content management – outline and advise on the content strategy, governance, ownership, lifecycle
 - Institutional organisation features:
 - o Membership and access rights including networking features and members' space
 - o Conferences
 - o Expert nomination workflow
 - o FRIDOC and global search
 - o Governance and commissions
- KPI definitions – propose website KPIs, analytics and success metrics
- Scalable digital ecosystem (CRM, conferences, networking, publications, members, etc.)
- Editorial and UX/UI revamp, design principles and design system requirements including consistency with new brand identity
- Accessibility improvements and recommendations
- Mobile-first adaptation
- Review, challenge, validate and refine the identified needs with realistic solutions
- Provide strategic recommendations for the future website
- Develop a phased implementation roadmap, identifying priorities, dependencies, and recommendations for incremental delivery
- Hosting, performance, security, monitoring, backup and compatibility requirements

- Migration strategy for existing content including current webpages, workflow and guidelines, databases, PDFs, etc.
 - o Proposal of archiving for non-migrated content
- Maintenance and support expectations
- Look for service providers (digital/web agencies)
- Drafting of the full call for tender based on the needs assessment, technical and functional specifications
- Presentation and finalisation (allow for up to 3 rounds of feedback)
- Assist in the assessment and selection of proposals for the finalised call for tender

Deliverables

- Complete call for tender document ready for publication to be provided in both English and French
- Presentation to IIR staff
- PowerPoint presentation ready for delivery to Executive Committee
- Written assessment of received calls for tender (assessment grid)

Qualifications and experience

- Solid experience in digital strategy and web development
- Proven experience working with complex, CRM-integrated, membership-based platforms
- Experience working with international/intergovernmental organisations is a plus
- Knowledge of documentation systems and documentation management
- Able to challenge needs and propose realistic solutions
- Knowledge of Ruby on Rails is a plus
- Strong UX/UI and editorial structuring skills
- Able to design custom workflows for multiple user profiles (personas) and user journeys
- Knowledge of SEO/GEO, accessibility standards, GDPR and data structuring
- Excellent English and French
- Enjoys working in a fast-paced international environment

Conflict of interest

The consultant and/or any directly affiliated digital agency will not be eligible to apply for the call for tender.

Timeframe

Planned public call for tender publication date - 4 January 2027

Application process

Please provide your CV, portfolio, company description, initial analysis, financial proposal, proposed methodology including timeline, identification of risks and client references to communication@iifiiir.org by 7 September 2026

Expected start date 5 October 2026 (latest)

Budget and contractual arrangements

Consultant position for a single, time-limited, project

20% at project start

60% at delivery of final call for tender

20% at assessment of received proposals

Evaluation criteria

40% Methodology and understanding of the IIR's needs

30% Relevant experience

15% Portfolio

15% Financial proposal

Head Office location

Paris 17ème