CHEVRON AUSTRALIA

TITLE: **C1330261 - Digital and Web Services**

DESCRIPTION: Chevron Australia is seeking to engage a Digital service provider with the capability to support Chevron Australia through reliable online solutions.

Through leadership and use of best practice, the provider will develop web solutions that focus on creating positive user experiences and align with Chevron branding at all times.

The provider will support and maintain the technical infrastructure, including hosting of the Sitefinity Web Content Management System, underpinned by robust governance ensuring compliance with Chevron Information Risk, Web, Mobile and Brand Standards and provide stable and secure platforms within the defined technology roadmaps.

It is expected the provider will employ excellent project management practices and supply training and documentation for all solutions deployed.The provider will contribute to ongoing analysis and reporting throughout the life of the service, focussing on optimising for efficiency.

Chevron's requirements comprise of the following services:

Digital Communications Strategy

Provide advice and input to:
- Web content strategy
- Email communications strategy
- Search engine marketing

Web Design and User Experience

- User Interface design
- Information architecture design
- User experience testing
- Accessibility and web standards
- Design Prototyping

Web and Mobile Development

- Web framework integration – Hypertext Markup Language Revision 5, Cascading Style Sheets Level 3, Java Script (HTML5, CSS3, JS)
- Web application development
- Mobile application design
- e-Communications and surveying
- 3rd Party – Application Programming Interface (API) integration

Support and Maintenance

- Sitefinity web content management system support
- Web content management system hosting services
- Routine maintenance and site performance testing
- High availability and disaster recovery
- Infrastructure Security and site monitoring
- 24x7 support within – Service Level Agreement (SLA)
- Training and documentation
- Technology roadmaps

Reporting, Analysis and Optimisation

- Search engine optimisation
- Code optimisation and quality assurance
- Web analytics tracking
- Project management and service reporting
- User access and compliance auditing

The provider must be able to provide all of the services detailed above, which may include subcontracting selected services.

Please Note:

This is a request for specific expressions of interest. Vendors and contractors will be considered for prequalification and / or tender if suitably qualified against this package.

PROJECT URL: http://www.chevronaustralia.com/home

ATTACHMENT: NA

CLOSING DATE: 27 March 2015