

# **Freelance WordPress/Divi Web Developer – Website Updates & UX Improvements (Contract)**

**Organization:** Sustainable Building Manitoba

**Location:** **Manitoba applicants preferred**; Canada-based strongly encouraged

**Budget:** Up to \$10,000 (CAD)

**Timeline:** Begin ASAP

## **About Sustainable Building Manitoba**

Sustainable Building Manitoba (SBM) is a membership-based nonprofit dedicated to advancing resilient, efficient, healthy buildings across the province. We deliver education, research, advocacy, and collaborative initiatives that help Manitobans build better.

We're updating our website to improve user experience, support new programs, and make it easier for our community to access high-quality resources.

## **Project Overview**

SBM is seeking an experienced freelance WordPress/Divi developer to complete a series of website improvements, including implementing a redesigned homepage, improving navigation and user experience, optimizing site speed, enhancing mobile responsiveness, and building new templates and pages for upcoming programs.

This is a one-time contract with the potential for limited ongoing maintenance, depending on fit.

## **Key Responsibilities**

### **Website Structure & UX**

- Implement a redesigned homepage (draft provided by SBM)
- Improve navigation and site structure to support clearer user pathways
- Enhance mobile responsiveness across all pages
- Improve the structure and usability of the Knowledge Hub

### **New Content & Template Development**

- Build pages and templates to support SBM's upcoming NRCan codes competition
- Create reusable Divi templates for resource pages, projects, and announcements
- Integrate new content where needed (SBM provides content)
- Basic graphic design of webpage elements (or identification of needs)

### **Technical Improvements**

- Complete a plugin audit and remove outdated or redundant plugins

- Improve site load speed and performance (Divi optimization required)
- Implement light accessibility fixes (headings, alt text, contrast, structure)
- Ensure all images, media, and layouts are optimized

#### Forms & Integrations

- Recommend and implement a better forms solution (WPForms, Gravity Forms, etc.)
- Embed forms cleanly into the website with submissions accessible and organized
- Support optional integrations with email lists or data storage (e.g., Google Sheets)

#### Security & Backups

- Configure a simple backup and restoration process
- Verify and adjust security settings using existing plugins (Wordfence, iThemes)
- Ensure privacy best practices are followed

#### Documentation & Handover

- Provide written instructions or short screen-recordings so SBM can self-manage updates
- Provide a short debrief and identify any future improvements

#### **Required Skills & Experience**

- Proven experience developing and optimizing WordPress sites using Divi
- Strong understanding of UX best practices and accessibility (WCAG)
- Experience improving site speed, caching, and image optimization
- Ability to audit plugins + streamline website performance
- Experience designing or implementing resource hubs, program pages, or nonprofit websites
- Familiarity with forms plugins and site integrations
- Ability to communicate clearly and work collaboratively

#### Nice to Have

- Experience with nonprofits
- Experience organizing technical content or educational resources
- Knowledge of sustainability or building sector (not required)

## **What to Include in Your Proposal**

Applicants are invited to provide:

1. Short introduction and relevant experience
2. Links to portfolio examples (your choice, but Divi/WordPress examples preferred)
3. Summary of your approach to:
  - UX improvements
  - Divi cleanup
  - Speed optimization
4. Proposed timeline
5. Estimated cost within SBM's budget
6. Any questions or clarifications

Selected applicants will be invited to a short conversation before final contracting.

## **How to Apply**

Please email your proposal to: [info@sustainablebuildingmanitoba.ca](mailto:info@sustainablebuildingmanitoba.ca) with the Subject Line "Website Updates".

**Application deadline is Wednesday, December 3rd at noon (12:00 PM CST).**