

<https://www.wivla.org/rfp-website>

WiVLA Website Design

Request for Proposal (RFP)

Women in Visual and Literary Arts (WiVLA) is seeking a qualified team member to join our Website Design Team as a paid independent contractor. We are looking for an individual with strong website design and graphic design skills who can help modernize and strengthen WiVLA's online presence. Our current website is built on Squarespace and integrates Membership Works for membership management. Website: <https://www.wivla.org/>.

Project Overview & Immediate Priority

WiVLA is undertaking a multi-phase refresh of its website to improve usability, accessibility, and visual impact. The immediate priority is the design and implementation of a new home page within our existing Squarespace site. This homepage should reflect WiVLA's mission and offer an intuitive, scrolling-first experience that reduces excessive clicking.

The redesigned homepage should include:

A hero image or rotating slider featuring WiVLA events (using muted or blurred event photos as needed).

A prominently displayed upcoming events section with scrolling or "load more" functionality.

A brief mission statement or welcome message.

Clear calls to action (Join, Donate, Attend Events, Newsletter Sign-up).

Updated social media links (Instagram, Facebook, YouTube, LinkedIn).

A clean, high-contrast layout using accessible, sans-serif fonts.

Qualifications

The ideal candidate will have:

Demonstrated proficiency with Squarespace website design and management.

Experience using graphic design and image-editing software such as Adobe Photoshop, Adobe Illustrator, Canva, Affinity Designer, or similar programs.

An understanding of website layout, visual hierarchy, branding, and user experience.

Experience designing websites with accessibility in mind such as high contrast and readable fonts.

Strong communication skills and the ability to collaborate effectively with a volunteer-led team.

Attention to detail and the ability to meet project deadlines.

Experience working with volunteer-led organizations.

Scope of Work

This work must remain fully compatible with Membership Works and the existing Squarespace environment. No platform migration will be considered.

Responsibilities may include:

Designing and implementing a new homepage for the WiVLA website; with mockups presented before implementation.

Maintaining full compatibility with Membership Works throughout all design updates.

WiVLA Website Design Team Member

Creating, editing, and optimizing graphics, banners, and other visual elements, including cropping, resizing, adjusting formatting, and preparing images for consistent, high-quality display within Squarespace.

Improving navigation and user flow within Squarespace, emphasizing a scrolling-first experience that reduces unnecessary clicking.

Updating social media integrations (keep Facebook and Instagram; add YouTube and LinkedIn; remove inactive Twitter).

Assisting with ongoing design improvements beyond the homepage and providing recommendations for future phases of the redesign.

Working closely with the Website Design Team to ensure consistency with WiVLA's mission, branding, visual identity, and color palette.

Providing basic documentation, training, and/or guidance for volunteer members who will maintain the site.

Deliver an easily maintainable site that avoids custom code or complex structures, ensuring volunteers can make routine updates without contractor support.

Compensation

This is a paid position. Compensation will be discussed with selected candidates based on experience, project scope, and anticipated workload. WiVLA has a modest budget and welcomes proposals that include estimated costs for the work described. A project rate is preferred.

Proposal Submission

Interested parties are invited to submit:

A brief statement outlining their experience and qualifications.

Examples of previous website design and/or graphic design work.

A summary of their experience with Squarespace.

Any questions or suggestions they may have regarding the project.

Final candidates will be invited to meet with the Website Design Team for a skills demonstration and interview.

Submission Details

All responses must be received by October 8, 2026. Questions and proposal should be submitted through the following link: [Submit](#)

We encourage all interested parties with relevant experience to apply. This project represents an exciting opportunity to help shape WiVLA's digital presence and support the organization's mission of fostering creativity, connection, and professional growth among women artists and writers. Thank you for your interest in contributing to WiVLA's future.