

anthem.

ANTHEM GATEWAY TENDER BRIEF

Background

Anthem. Cronfa Gerdd Cymru Music Fund Wales was established in 2018 following a Welsh Government report exploring ways to support music education in Wales. The charity has been created to benefit young people aged 3 - 25 years old in Wales.

Our vision is a Wales in which music can empower every young life.

We believe music is a potent creative force for young people that feeds self-expression, personal development and wellbeing. Anthem will create opportunities across genres and communities and nurture diverse talent to take the next steps to musical careers.

Anthem is a catalyst for youth music in Wales, funding work that will create change, making connections to widen partnership working, and enabling best practice to flourish. Anthem positions its work as collaborative, innovative, inclusive, creative, inspiring.

ANTHEM GATEWAY

The Anthem Gateway is a digital platform that will be 'the bridge' between the Welsh music youth and information and opportunities surrounding the music industry. Anthem Gateway will be a website that provides original and curated content like blogs, information on music industry and the career pathways available, and a notice board to current creative programmes and funding opportunities with other organisations in the Welsh music community.

The Anthem Gateway will also provide a network for website users to connect with other music organisations and also amongst other users via third party platforms like

discord for online interactions, Zoom for webinars, and Eventbrite for in person meet-ups.

In summary, the Anthem Gateway aims to achieve the following:

- Build a digital gateway that creates opportunities for all members of the Welsh music industry to trade information and network.
- Provide a bilingual digital platform that enables accessibility for all users.
- Provide a digital platform that is user friendly and engaging for the user.

The Overall Project Brief

Anthem is now seeking a web developer and designer to create a beta version of the Anthem Gateway.

In order to create the materials, we are seeking the following roles which could be fulfilled by separate freelance creatives or by a single company:

- Website developer - to create and build a web platform for the Anthem Gateway accessible in Welsh or English
- Graphic designer - to work with the Anthem team to create the look and style of the Anthem Gateway

TECHNICAL & DESIGN BRIEF

Please download the technical brief for more information on what we are looking for.

[TECHNICAL BRIEF](#)

Who should apply:

We are seeking applications from freelancers and companies who can demonstrate the following experience:

Web Developers:

We are looking for a designer/agency that has significant experience in building 'visual first', slick, simple and high impact websites with the capability to integrate banner, scroll through and motion graphic/video capabilities.

Designers:

- Experience in delivering high quality assets for both print and digital campaigns on behalf of clients.
- Knowledge and understanding of brand campaigns and the importance of brand communications within asset creation and development.
- Ability to take a brief and use creative flair alongside your experience within different organisations to develop a complete visual identity from scratch.
- Experience in motion graphic design is desirable but not essential
- Copywriting skills are desirable but not essential.

FEES

Anthem can offer a daily rate of £250 per day and expects the Website Build to take up to 8 days and the Graphic Design work to take up to 5 days.

ANTHEM GATEWAY BETA VERSION TIMELINE

July 2022	Call for tenders from freelancers and companies
August 2022	Web developer and designer appointed.
September 2022	Develop Beta Version of Anthem Gateway ready for testing
October 2022	Commence with testing Beta Version of Anthem Gateway and proceed with risk assessments, amendments, and sample group feedback.

APPLICATION PROCESS

If you would like to pitch for any or all of the above roles, please send a CV or an organisational profile accompanied by link to a portfolio of work which could include links to Github or MVPs to one of their projects to Aisha Kigwalilo at

aisha@anthem.wales

- Deadline for expressions of interest to pitch is **Friday 12th August**.
- Shortlisted candidates will be invited to pitch to the Anthem Team on **Thursday 18th August**.