

Invitation to Quote: Content Production and Maintenance of CA Lab Microsite

Project Overview:

Institute of Singapore Chartered Accountant (ISCA) is inviting vendors to submit quotations for the development of content and maintenance of the Chartered Accountant Lab (CA Lab), a content hub microsite for professional accountants. The microsite will serve as a platform for showcasing articles and digital media providing an engaging user experience, and facilitating interactions between readers and content. The project includes creative and editorial ideation, project management, system implementation, and optional features.

Only vendors who meet the following requirements are eligible:

- Proven track record in design, content creation and publishing of business and accounting related journals and magazines.
- Provide the full range of editorial and publishing services which include editorial content management, design concept and layout, and digital delivery of content, with multi-channel extensions.
- Relevant experience in managing the editorial direction in terms of content strategy, content creation and editorial oversight.
- Possess a good understanding of the accounting and business industry so as to deliver high quality and relevant services and advice for content that appeals to ISCA's target audience.
- Provide the pertinent manpower and expertise to produce the editorial and digital content on a weekly basis.

Requirements:

1. Creative and Editorial Ideation:

- Writing, editing and proofreading of content on weekly basis

2. Design:

- Visual and textual design and layout of articles on microsite
- Design of animated graphics for articles
- Sourcing and editing of images

3. Project Management Service:

- Digital upload of content onto microsite using CMS on weekly basis
- Tagging of articles
- Weekly Work-in-Progress (WIP)
- Project consultancy.
- Timeline management.

4. System Implementation and support:

- Monthly security scanning (OWASP ZAP Scanning).
- Deployment of the website.

5. Features:

- Predictive search functionality.
- Search results filter.
- Showcasing of most popular articles.
- Different content template structures.
- Categorization of articles by tags.
- Social media sharing integration.
- Photo carousel display.
- Templated quiz/poll function
- Reader contributions through a submission form.
- Drag and drop interface of site pages without any coding.
- Translation of articles
- Future enhancements

Vendors interested in submitting a quotation are requested to include detailed breakdowns of costs, timelines for each component and payment schedule. The submission deadline for quotations is 27 October 2025. For inquiries or clarifications, please contact jacqueline.lui@isca.org.sg or pauline.chee@isca.org.sg

We look forward to receiving your proposal for this exciting project.