



# SSE Request for Proposals (RFP)

## Website Design, Implementation and Management Services

**Issued by:** Society of Surgical Ergonomics

**Issue Date:** February 28, 2026

**Proposal Due Date:** March 30, 2026

### 1. Introduction

The Society of Surgical Ergonomics (SSE) is seeking proposals from qualified website design, development and management firms and professionals to support the modernization of the Society's digital infrastructure and communication channels so we can deliver value to members, strengthen our visibility in the surgical ergonomics space, and support sustainable growth without increasing demands on volunteer time. We are prioritizing improvement of our website and also include information about our priorities for social media presence and growth for information as well as inclusion in proposals as deemed applicable by bidders.

### 2. Background

Founded in 2021, the Society of Surgical Ergonomics is a scientific organization that facilitates scientific dialogue, education, and innovation related to surgical ergonomics in the form of annual meetings, lectures, circulation of scientific literature, and research. Our mission is to:

- Improve surgical ergonomics by fostering the incorporation of ergonomic education into surgical training programs and continuing education for surgeons throughout their careers.
- Collaborate with physicians, nurses, human factors engineers and ergonomists to improve awareness of surgical ergonomics and to promote research and education in physical, cognitive, and systems ergonomics to improve the delivery of surgical care to our patients.

### 3. Digital Infrastructure Priorities

- Priority 1: Modern, functional website and membership system
  - Goals include:
    - Update existing WIX site with a clean, **easy-to-manage platform**: easy updates (e.g. symposium, recordings, public facing resources etc)
    - Streamline **membership sign-up**, payment, renewals, and receipts.
    - Add a functional **member-only portal** with resources, recordings, guidelines, and templates
- Priority 2: Consistent high-quality social media presence
  - Goals include:
    - Priority scope:
      - Easy integration with updated website.
      - Build brand identity with consistent visuals and messaging.



- Broader scope
  - Maintain active, professional presence on X and LinkedIn; open Instagram and TikTok for educational, behind-the-scenes, and micro-learning content.
  - Produce a predictable posting rhythm (e.g., 1 posts/week) – calendar with committees to provide content.
  - Highlight society initiatives – calendar for symposium, etc.
  - Repurpose content across platforms to minimize workload.
- Priority 3: Improved communication with members
  - Goals include:
    - Coordinate a quarterly newsletter with society updates, upcoming events, calls for collaborations, research highlights.
    - Improve email communication templates (renewal reminders, welcome email, thank-you email, event announcements).
    - Use automated tools (Mailchimp, Substack, or HubSpot) to reduce leadership workload.

## 4. Scope of Services

- Website design and management (Required)
  - Redesign website for improved usability, functionality and accessibility to align with society's ergonomics-focused identity while ensuring security
  - Update website with social media connection
  - Establish a member-only portal/website section
  - Create simple SOPs so SSE leadership can update minor text if needed
  - Provide monthly maintenance as needed
- Membership management (Required)
  - Improved website functionality for membership enrollment
  - Website functionality to collect demographic data about members
  - Website functionality to monitor membership, including identify former members who chose not to renew
  - Website functionality to support renewal (including automated emails)
  - Update membership system (payments, renewals, automated emails, receipts)
  - Ensure security and privacy for members and their data
- Newsletter & member communications (Required)
  - Website functionality to send quarterly newsletter
  - Create automated workflows (welcome emails, renewal reminders, confirmations)
- Social media management (Optional)
  - Develop annual content strategy + monthly calendar – follow-up with committees for content.
  - Format content into graphics, short videos, reels, TikToks, and visual templates
  - Write captions in an SSE tone/voice
  - Schedule 4-5 posts per month across X, LinkedIn, Instagram, TikTok
  - Monitor engagement + growth metrics



## 5. Proposal Requirements

Interested firms and professionals should submit a proposal that includes:

- A. Company background and relevant experience
- B. Description of services offered
- C. Detailed scope of work
- D. Proposed staffing model and roles (include resumes/bios in response)
- E. Website design and/or social media portfolio
- F. Fee structure and pricing model (detailed proposed price list of services offered including upkeep and maintenance)
- G. References from past clients
- H. Insurance and liability coverage
- I. Optional: Social media management strategy and relevant experience
- J. Optional: Additional relevant information at bidder's discretion

## 6. Evaluation Criteria

Proposals will be evaluated based on:

1. Relevant experience and qualifications
2. Understanding of SSE's mission and audience
3. Quality and comprehensiveness of services
4. Cost-effectiveness
5. References and client satisfaction

SSE is interested in finding a partner who can work well in partnership with our volunteers. We are looking for a partner with deep knowledge of website design and management, ideally with social media experience, and who can offer their expertise to improve the quality and effectiveness of our website.

## 7. Anticipated Schedule

- RFP Release: February 28, 2026
- **Proposal Submission Deadline: March 31, 2026**
- Questions to Applicants Begin: April 15, 2026
- Selection Notification: June 1, 2026
- **Contract Start Date: Prior to or on July 1, 2026, to be negotiated**

## 8. Submission Instructions

Please submit your proposal electronically in a single electronic PDF attachment to:

Phillip Haigh, SSE President

Email: [info@societyofsurgicalergonomics.org](mailto:info@societyofsurgicalergonomics.org)

Subject Line: "SSE Website Update Proposal - [Your Company Name]"

## 9. Questions

Questions may be directed to Phillip Haigh no later than March 15, 2026.