



Amal News gGmbH
www.amalberlin.de/de

Job Opening: Redesign of Amal's websites

We are looking for a web designer (m/f/d) to redesign and maintain our news platform. They will work with the Amal team to develop, test, and maintain the multilingual pages. The redesign is part of our AMIF-funded project and includes optimization for the AI-supported Amal Editor and integration with Integreat.

About us:

Amal News is an integration project that makes it easier for people from Afghanistan, Iran, Arab countries, and Ukraine to find their place in Germany. Amal News provides this target group with daily news from their new environment and information about integration opportunities. Integration is more successful the more those affected know what is happening in their environment. Since 2016, Amal has been providing newcomers with up-to-date local news reports in their native languages. 23 exiled journalists from Syria, Afghanistan, Iran, and the Arab countries report for the communities.

The task

Redesign the Amal platform, currently consisting of the websites www.amalberlin.de, www.amalhamburg.de, and www.amalfrankfurt.de. These will each have subpages with content in Arabic, Persian, Ukrainian, and German. There will be daily news briefs, more detailed current reports, as well as content in text, photo stories, videos, podcasts, and reels. The new site should be user-friendly and fast to compete with other news sites. And, of course, it should look good.

Or should we rather build an app? The tasks within the scope of this call for proposals include providing in-depth and future-oriented advice on the topic.

The existing Amal websites were set up in 2016 based on WordPress. In 2019, there was an extensive redesign to make the news available for Hamburg. In 2022, Frankfurt was added as a third city and Ukrainian as a fourth language. Now Amal is entering a new phase, and the requirements are growing. Firstly, we are currently developing an AI-supported Amal editor that will be integrated into our processes. Secondly, Amal will be integrated with Integreat's offerings, and a corresponding interface will be created. Scaling to additional cities and municipalities is planned.

This means we need to redesign the platform to meet these requirements. For this purpose, we are looking for a web designer to guide Amal through the process.

The new Amal websites/app will establish the technical interface to Integreat in the back end. The front end of the site should be attractive and better reach the target audience. It should be suitable for posting AI-optimized news texts and the new formats (video/audio/text). Reports, features, and interviews provide the context for why participation in integration programs and in society as a whole is worthwhile for the target group. The goal is to provide even more people with integration-related news and enable them to actively participate in society.

The mission includes making the pages suitable for posting AI-optimized posts and the new video, audio, and text formats. Particular emphasis is placed on ensuring that people can find posts about integration courses, language schools, and special offers on mental health, conflict management, violence prevention, child protection, culture, and volunteering on this new Amal website.

The interface to Integreat is built into the backend of the website/app.

To intensify the exchange with the general public, there is plenty of space for posts in German.

Requirements for the web designer:

- Experience with building a contemporary news platform
- Experience with multilingual websites (not translation, but content originally created in the respective languages)
- Experience with Arabic, Persian, and/or Ukrainian design or good contacts with people who can help with this.
- Good teamwork
- Accessibility for quick communication

A process will be initiated to develop the new websites. The planned steps:

1. Determine the needs of the target group.
2. The Amal editorial team and the web programmer(s) will jointly develop a concept.
3. The website will be created, tested, and improved together with the target group.
4. The project also includes the operation of the website and its provision of attractive content over the duration of the project. A framework must be created that enables the dissemination of relevant, integration-promoting news.
5. Content will be continuously disseminated via the website and its interface to Integreat. The website is the prerequisite for publication. This allows municipalities and The project will enable districts to deliver the desired local and regional news in a targeted manner and thereby drive more traffic to their websites.

Project duration:

Start immediately or by arrangement. The prototype for the website/app is to be completed by December 15th. The website is to be available with all its features by mid-May 2026. The entire project will run until May 2028. After an intensive period of development, we would like to continue to support and further develop the websites in collaboration with the editorial team (with significantly reduced time commitment).

The project is funded with EU funding from the AMIF. We request that you submit a detailed proposal with a cost estimate by October 15th, 2025, to the following address:
info@amalnews.de

Contact:
Cornelia Gerlach
Managing Director of Amal News gGmbH
Tel. +49 170 5405176