



REQUEST FOR PROPOSALS OUTREACH/MARKETING, WEB DESIGN, AND COMMUNICATION SERVICES

Posting Date: October 27, 2021
Responses Due: 5:00PM **November 10, 2021**
Contact: admin@sworwib.org

Request for Proposals/Bids Summary

The Southwest Ohio Region Workforce Investment Board (SWORWIB) is seeking an experienced marketing and communications independent contractor or firm to serve as the lead for SWORWIB marketing/outreach activities as detailed in the *Scope of Work* section of this document. Women-owned and Minority-owned businesses are encouraged to apply.

Key Objectives in this work

- **Outreach-** increase and expand awareness of the SWORWIB and the OhioMeansJobs (OMJ) Cincinnati-Hamilton County by capitalizing on opportunities to showcase our programmatic work (e.g. effectively tell our story) to the community
- **Engage-** provide opportunities to better connect with and engage local job seekers and employers through enhanced tools, technology, multimedia, and more
- **Elevate-** resulting work will help generate increased awareness of SWORWIB and OMJ as evidenced by website traffic and social media/digital activity stats, along with increased utilization of OMJ services from job seekers and employers

Overview of the SWORWIB

The Southwest Ohio Region Workforce Investment Board (SWORWIB) is a 501(c) (3) Ohio chartered nonprofit organization. The SWORWIB implements the Workforce Innovation and Opportunity Act (WIOA) in the City of Cincinnati and Hamilton County. The Board is responsible for developing strategies to engage employers, employees, government, education, organized labor and community-based organizations in partnership to strengthen and expand the workforce resources of the region for the benefit of all the participants and communities where we live, work and raise our families.

Mission

To provide our employers with a prepared workforce by connecting job-seeking customers to opportunities that build their career readiness, thereby contributing to the growth of our community and region.

What We Do

SWORWIB sets the vision, policy, and performance expectations for the regional American Job Center system, known locally as the OhioMeansJobs (OMJ) Cincinnati-Hamilton County.



Scope of Work

The scope of work in this bid includes, but is not limited to expanding and reinforcing SWORWIB's brand externally through multiple communications and media activity/campaigns; reinforcing the brand internally by refining the brand and messaging; engaging audiences through social media activity; development of collateral; and other projects as requested. The following are the core services requested:

- Website Design/Development Services (one-time project)
 - Design and launch a new SWORWIB.org website, with enhanced features, tools, resources, media, and aesthetics; hosted on a mobile-friendly platform. Inspired examples include, but are not limited to the following- <https://www.seekingwdc.org/>, <https://www.wfscapitalarea.com/>, and <https://www.philaworks.org/>
 - Update the SWORWIB logo, while maintaining alignment with the statewide OhioMeansJobs approved branding and national American Job Center network
 - Review the local OMJ website and provide recommended updates/changes to align with updated SWORWIB website/media
- Outreach/Marketing, Communication, and Engagement Services (ongoing)
 - Relaunch and expand SWORWIB social media outlets, including but not limited to Twitter, Facebook, and LinkedIn, with weekly posts/updates to help promote SWORWIB and OMJ programs/initiatives
 - Retool and produce the SWORWIB digital newsletters (NewsWIB) to better interface with social media to expand audience reach and further elevate program accomplishments, customer stories, and collective impact of the workforce system; Integrate and utilize any appropriate communication tools (e.g. Constant Contact)
 - Create new templates for Board reports, fact sheets, event flyers, and other promotional collateral as needed, complete with image library, social media graphics, and data infographics
 - Develop new digital and analog educational tools on job search techniques/tips, applications, resumes, cover letters, job fair/interview preparation, etc. Produce and release podcasts, interviews, and/or research/white papers to highlight relevant workforce, employer, and/or industry topics
 - Produce/design annual report to showcase the SWORWIB and OMJ accomplishments, highlights, stories, data, and other relevant content, complete with media, graphics, and other features
 - Collect and manage event activity content, such as photos, narratives, and other relevant info
 - Assess and evaluate existing communication efforts through a communication and marketing audit;



- In consultation with SWORWIB leadership, develop press releases or other public statements and serve as the primary media liaison for SWORWIB
- In consultation with SWORWIB leadership, provide editorial oversight of website content, including coordinating website maintenance needs with the contracted SWORWIB Webmaster, as needed
- Lead outreach to garner media placements with interviews and op-eds;
- Work in coordination with SWORWIB leadership, contractors, and/or partners on advocacy initiatives and telling the SWORWIB and OMJ story
- Recommend campaign strategies from conception through design, development, production and evaluation as needed to meet SWORWIB goals and priorities;
- Other support
 - Provide assistance with SWORWIB events, including marketing, collateral development, design and other duties as assigned
 - Provide editing input for consistent style and grammatical correctness for all SWORWIB materials, including website communications.

Submission Guidelines

This RFP does not constitute an offer or willingness to cover cost of proposal prep, interview time or expenses prior to an actual contract offer. SWORWIB will negotiate an Agreement/Contract with the selected Contractor/Firm.

Proposals must be received no later than 5:00PM (ET) on **November 10, 2021**, via email with the subject *Marketing and Communications Proposal* to: admin@sworwib.org.

The proposal must include, at minimum, the following information:

- Summary of the Contractor/Firm's background, past experiences similar to the services expected and reasons why the Contractor/Firm should be selected.
- Overview of the Contractor/Firm's business organization structure, including the following:
 - Name and short bio of each individual who will be involved with SWORWIB and their role
 - Proposed project based fees for each requested service: Website Design/Development (a one-time service) *and* Outreach/Marketing, Communication, and Engagement (ongoing service), including detailed description of all costs and fees the Contractor/Firm proposes to charge SWORWIB
 - List of at least three (3) similar/relevant projects/clients the Contractor/Firm has undertaken, including results achieved and references from those projects/client.
- Certification of Bid Quotation (located on page 5 of this RFP)
- Evidence of the contractor/firm's business location being based out of the Greater Cincinnati Metropolitan Area



Proposal Evaluation

SWORWIB reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that meets the needs and interests of SWORWIB while offering optimal value for the delivery of services.

Acknowledgements

The proposing Contractor/Firm understands and agrees that they are solely responsible for its own business expenses, except for pre-approved, reasonable business expenses mutually agreed upon by all parties.

The terms of the Agreement will be for one (1) year from the execution date, with the potential of up to four (4) renewal periods based on performance, cost, and available funding. SWORWIB reserves the right to extend or terminate the contract.

Once the Contractor/Firm is selected, SWORWIB and the selected Contractor/Firm must finalize an Agreement prior to the selected Contractor/Firm commencing services. Should the SWORWIB and the selected Contractor/Firm be unable to agree on the terms of an Agreement within a reasonable time (at SWORWIB's sole discretion), SWORWIB reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Contractor/Firm. Any suspension or termination of negotiations shall be without liability to SWORWIB or the selected Contractor/Firm(s).

SWORWIB may terminate this process (in its sole discretion) and issue a new RFP for the requested services. Each Contractor/Firm shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating the Agreement with SWORWIB.

Questions

Questions about this RFP should be sent via email to admin@sworwib.org.



The Southwest Ohio Region
WORKFORCE INVESTMENT BOARD

CERTIFICATION OF BID QUOTATION AND/OR VENDOR

(Required to submit with Bid)

I certify this bid/quotation is not made in connection with any other bidder submitting a bid for the same commodity(s) and this bid is in all other respects fair and without collusion, fraud or conflict of interest.

I additionally certify, by affixing my signature below and submission of this bid/quotation, or proposal, that neither I nor my principals are presently disbarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal or State department or agency.

I hereby certify and verify that the establishment/facility/individual/business making this bid/quotation does not discriminate on the basis of sex (including gender, pregnancy, sexual orientation or gender identity), race, color, religion, ancestry, national origin or disability.

Concerning the certifications above, if you are unable to certify to any of the statements in this certification, an explanation must be attached to your bid/quotation, proposal or vendor application.

Company Name: _____

Company Website Address: _____

Quotation Amounts by Requested Service:

1. *Website Design/Development* (one-time cost): _____
2. *Outreach/Marketing, Communication, and Engagement Services* (annual amount, billed monthly; renewable upon positive performance for up to four additional years)

Year 1 Amount: _____

Year 2 Amount: _____ Year 3 Amount: _____ Year 4 Amount: _____

Year 5 Amount: _____

Signature: _____

Printed Name and Title: _____

Date: _____