

Request for Proposal

Marketing + Communications Consultant

Date Issued: December 20, 2021

1.0 About Us

Workforce Professionals Training Institute (WPTI) is the preeminent non-profit training and technical assistance intermediary for the workforce development community in New York City and across the country. Since 2004, we have trained thousands of workforce practitioners across over 350 programs and organizations that collectively serve over 500,000 jobseekers. WPTI's mission is to increase the effectiveness of people, programs, and organizations that are committed to generating pathways out of poverty through employment. Our work is delivered through a three-tiered model which strengthens capacity at all levels of the workforce development system: 1) **Learning** - Advancing the core competencies and careers of practitioners in the field; 2) **Organizational Consulting** - Maximizing productivity and impact of programs and teams; and 3) **Systems Building** - Building linkages, fostering research and influencing funding and best practices in the field.

2.0 Project Description

WPTI is seeking to engage a talented Marketing and Communications professional or boutique consulting firm with an exceptionally strong track record working with nonprofit and social impact organizations to help address the following key marketing/communications priorities set by the WPTI Board and our CEO for the coming year:

- 1- To significantly raise WPTI's profile, brand message and name recognition both locally and nationally among funders, potential donors, customers and stakeholders across the workforce development industry and increase awareness of WPTI's core work, impact and value proposition;
- 2- To establish a clearly defined marketing and communication strategy and actionable roadmap that positions WPTI to expand its market penetration and leverage opportunities to increase revenue opportunities across its core solutions and program areas of expertise; and
- 3- To reset and upgrade WPTI's existing brand messaging and marketing and communication collaterals so they are vibrant, consistent across online and print media channels and position WPTI for success.

3.0 Scope of Work

The Consultant must have experience across all of the areas of our Scope of Work, a flexible consulting approach, and the skills to be both a significant thought partner to us throughout the engagement, as well as produce a series of tangible work products to advance our overall marketing and communication priorities. We anticipate that the Consultant will be engaged for approximately four (4) months covering the period February through May 2022. The key areas of work for this engagement will include:

1. **Messaging Development + Strategic Positioning**: Develop WPTI's brand messaging to include the creation of authentic storytelling and a clear description of its resources, work and value proposition and ensure that it is strategically positioned to connect and resonate with WPTI's target audiences.
2. **Stakeholder Communications**: Review and redesign current marketing and communication resources and collaterals including organization tagline; website messaging, e-news briefs, social media blog and news templates, publications and donor communications and ensure that they reflect a consistent, modern and compelling brand image that fully captures WPTI's impact, core work and further advances its mission.
3. **Actionable Marketing + Communication Roadmap**: Establish an actionable roadmap of marketing and communication activities to be implemented over the course of the calendar year including the strategic placement of promotional advertisements, online digital content, e-news briefs, and other activities to widely spread the word about WPTI's programs, impact and new innovations.

4. **Promotional Events:** Develop a work plan and calendar of promotional events to promote the WPTI brand and showcase its work to diverse audiences in the workforce development community.

4.0 Expected Deliverables

1. A clearly documented and focused brand messaging and strategic positioning strategy
2. A roadmap of actionable marketing and communication activities to raise the profile of WPTI including promotional events to be implemented and scheduled throughout the calendar year
3. Three options for a new organization tagline and align with WPTI's mission statement
4. New standardized template and format for e-news briefs and other digital social media content
5. Design and produce both a marketing brochure and pitch deck in both electronic and manual formats to promote WPTI's core service offerings and value proposition to potential funder and customers
6. Written set of recommendations for content revisions to WPTI's website
7. Development of key fundraising (donor) collaterals

5.0 Proposal Requirements - Your Proposal submission should include the following elements:

A. Background + Related Experience of Consultant:

- Background description of the individual or firm ("Consultant") including qualifications, years providing marketing and communications consulting services directly with nonprofit and social impact organizations and in the case of a firm, the names and bio of any team members who would assist with this project and the percent of their time devoted to the project.
- A description of at least three (3) representative prior projects and clients encompassing work similar to the work proposed in this RFP
- Sample materials: organization taglines; print materials, such as fliers, information trifolds; email newsletters; social media content; and other online content that you've developed directly.

B. Description of Consultant's Approach | Timeframe | Deliverables

- A brief description of how you envision approaching the project and the planned timeframe of all consulting activities and completion of the expected deliverables.

C. Project Fee | Other Considerations | References

- Indicate the amount of time in hours you expect to spend on a monthly basis on each of the four (4) areas highlighted in Section 3.0 – Scope of Work with a summary of your proposed project fee including the hourly rate for all consultants working on the project.
- Confirm that your fee will include all of the expected deliverables.
- Any other terms and/or conditions required by Consultant.
- Indicate if you currently have comprehensive general liability or professional liability insurance coverage
- Provide the names and contact information for three (3) professional references

6.0 Anticipated Selection Process + Timeline

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| ▪ Proposal Due Date | January 14, 2022 |
| ▪ Interviews with Consultants | Week of January 24, 2022 |
| ▪ Consultant Selection + Onboarding | Week of February 7, 2022 |
| ▪ Expected Project Completion Date | May 31, 2022 |

7.0 Application Submission

Interested consultants should submit a proposal to Andrea Vaghy at recruitment@wpti.org by 5:00 pm(EST) on January 14, 2022. If you have any questions about this engagement, please reach out to Andrea Vaghy at avaghy@workforceprofessionals.org.