

Request for Qualifications: Marketing Consultant

Release Date: August 17, 2017

Proposals Due: September 18, 2017

Purpose

By invitation only, Philadelphia Works invites competitive proposals for a consultant to perform a full range of services related to its strategic marketing and communications needs. The consultant will develop and implement a brand building plan, including but not limited to communications collateral, media planning/buying, event planning, creatives and research.

Organizational Background

Philadelphia Works is a non-profit organization that manages the public workforce system for the city and county of Philadelphia. Philadelphia Works' mission is to connect businesses and employers to a skilled workforce and help individuals develop the skills needed to thrive in the workplace. Supported by federal, state, and privately raised employment and training funds, Philadelphia Works:

- Supports, oversees and provides technical assistance to service providers that offer career planning, occupational skill training, and job placement services to youth and adults
- Offers employer wage subsidies, incumbent worker training and re-training assistance, and provides workforce development support and out placement assistance to businesses negatively affected by downsizing resulting in layoffs
- Conducts research on employment and workforce trends and provides findings to businesses, policy makers, service providers and the media
- Promotes public policy that meets the needs of career seekers, businesses and other employers
- Creates innovative partnerships and services to upgrade the skills of Philadelphians and meet business needs

Deliverables and Scope of Work

Philadelphia Works anticipates that the consultant will gain a comprehensive understanding of the organization, while coordinating the implementation of and branding and communications plan. Over the course of 12 months Philadelphia Works expects the successful candidate to:

- Develop a branding plan for the four (4) PA CareerLink® Philadelphia Centers
- Develop communications collaterals and creative in support of that plan
- Create written messaging to Philadelphia Works' external partners.
- Other duties include: communications protocol planning, event planning, account management services; creative services; media services; and marketing campaigns.

Budget and Timeline

The total budget for the consulting services is not to exceed \$100,000 inclusive of all fees and expenses. Philadelphia Works requests that applicants provide a comprehensive budget based on the scope of work and deliverables above. Proposed cost for services will help inform the final selection.

Milestone	Dates
Philadelphia Works solicits submissions from prospective consultants	August 17, 2017
Deadline for submission of questions	August 31, 2017
Applications due to Philadelphia Works	September 18, 2017
Philadelphia Works review of applications and selection of consultant	September 30, 2017
Contract negotiated and signed	October 15, 2017

Qualifications

Demonstrated experience working in or with the workforce development or nonprofit sector in a city, comparable in size to Philadelphia.

- Demonstrated experience in brand building, design and development
- Demonstrated success in executing communications collateral, creatives, etc.
- Strong track record of creative strategic marketing plans
- Demonstrated ability to creatively and strategically consider and approach assigned projects
- Outstanding written and oral communication skills
- Excellent project management abilities
- Broad base of knowledge regarding Pa CareerLink design principles
- Respondents must be in good financial standing with federal agencies, the Commonwealth of Pennsylvania, and the City of Philadelphia.

Budget and Timeline

In addition to building a brand, as outlined above, the successful candidate will be required to:

- Provide all deliverables, including summaries of discussion with key partners, in written form;
- Participate in scheduled meetings and/or conference calls with Philadelphia Works;
- Submit a written report with research and brand recommendations;
- Assign dedicated staff to act as point of communication for Philadelphia Works

The consultant must be available from October 15, 2017 through September 14, 2018.

Selection and Evaluation

Submissions will be evaluated by a team consisting of fair and impartial Philadelphia Works' staff members, board members and/or other partners, who will provide a final recommendation for selection. The evaluation team reserves the right to:

- Contact any applicant to clarify responses.
- Contact current or past customers of the applicant.
- Reject any submission that the evaluation team believes is not in the best interests of Philadelphia Works.
- Waive any defects in an applicant's proposal that it is in the best interests of Philadelphia Works to do so, and that action will not cause any material unfairness to other applicants.
- Accept or reject all or any part of any response, waive minor technicalities, and select an applicant that best serves the goals of the project.
- Ask selected finalists to make presentations to staff.

The team will initially evaluate submissions to determine compliance with the RFQ requirements. Any submission failing to meet the compliance criteria will be deemed unresponsive and may be excluded from further consideration. Submissions may be judged nonresponsive and removed from further consideration if any of the following occur:

- 1) the application is not received timely in accordance with the terms of this RFQ;
- 2) the application does not follow the specified format; and/or
- 3) the application does not include all required information

All accepted submissions will be evaluated based on the quality of the applicant's response according to the criteria listed below. The range of points for each category is listed below as well as the maximum number of points available. The applicant with the highest average score will be recommended for selection (barring any unforeseen circumstances).

Criteria	Points Range
Cost (not to exceed \$100,000)	0-30
Organizational Mission & Expertise	0-15
History & Experience	0-20
Examples of Deliverables	0-20
Major Projects	0-15
Maximum Points:	100

How to Apply

Applicants must submit a narrative no more than 7 (seven) pages long, not including the timeline, budget, budget narrative, and biographies/resumes. The narrative must include the following components:

1. General Information

- a. Organizational mission, a description of the firm's expertise, and how these mesh with the mission of Philadelphia Works.
- b. A listing of some of the applicant's clients, along with references from Local Workforce Areas or other non-profit organizations with whom similar work has been completed. At least one reference must be from one of the top ten largest cities comparable in population to Philadelphia.
- c. A brief description of major project staff along with their biographies and/or resumes.
- d. Contact name, phone number, email address and mailing address of the lead staff responsible for filing the application.

2. Scope of Work

A detailed work plan, demonstrating a clear understanding of the work requested and an explanation of the firm's suggested approach. The work plan should include:

- a. An initial request for information needed from Philadelphia Works to start the project
- b. Detailed branding and collateral delivery proposal for activities outlined in Scope of Work
- c. A proposed timeline indicating start and end dates, initial meetings, and briefings to meet deadlines imposed by Philadelphia Works.

3. Financial Information

Candidates must include a comprehensive budget not to exceed \$100,000. A short narrative should accompany the budget, as well as any details regarding services available at some discount or pro bono.

Send requests for additional information or questions to Michael Joynes, Vice President of Government Relations, at 215.963.2122 or mjoynes@philaworks.org We will accept questions until 5:00 p.m. EST on August 31, 2017.

The deadline for receipt of submissions is September 18, 2017. All application packages should be submitted electronically to mjoynes@philaworks.org with the subject line "Marketing Consultant."