



Marketing and Communications Consultant Request for Proposals

Proposed Scope of Work:

Workforce Snohomish is a 501c3 non-profit corporation focused on re-employment and re-training services in Snohomish County, Washington. Our organization serves as the designated fiscal agent for Workforce Innovation and Opportunity Act (WIOA) funds for the local workforce development area (Snohomish County) and actively pursues and obtains grants from local, state and federal agencies.

Workforce Snohomish has approximately 30 employees and is seeking assistance with organizational Marketing and Communications for up to 5 years to accomplish the following:

1. Work collaboratively with Workforce Snohomish staff to advance our organizational communication strategy;
2. Targeting a diverse set of stakeholders across Snohomish county and Washington state; and
3. Contribute fresh and innovative ideas to utilizing social media and other communication forms to advance this strategy and improve the effectiveness of our organization's communications.

Consultant Recommended Task List

Communications and Marketing duties including but not limited to:

- Develop and maintain a social media content calendar, monitor social media platforms, and flag trending topics for potential response;
- Curate local content for use in social media and marketing materials;
- Develop and publish social media content and track results of efforts content (e.g. Facebook, LinkedIn, X, Instagram, and YouTube);
- Collaborate with WFS staff to discover "success stories" and develop original content for social media;
- Coordinate with cross-functional staff team and vendors to support social media content and social media plans;
- Develop materials and messaging to promote WFS and active programs and assist with the development, editing, and publishing of external publications, brochures, press releases, reports, flyers, etc.;
- Support WFS staff in editing and finalizing publications and/or external documents and materials;
- Grow the community presence of WFS and programs through effective campaigns and marketing strategies;



- Build branding and marketing standards for WFS and programs, including standard language, positioning, talking points, etc.;
- Work with WFS staff to develop annual outreach and communication plans for Workforce Snohomish and WorkSource events, activities, and initiatives.
- Coordinate with WFS leadership to support the development of WFS staff's ability to speak confidently and in a shared language about our work;
- Provide strategic direction for WFS's communications and outreach including public, government, foundation, funder, and media relations, outreach, and promotion;
- Provide industry research to enhance outreach and communications to target audiences and improve awareness of community needs and resources, occupations, industries, and/or career pathways; and
- Maintain detailed records of activities and submit quarterly reports to WFS.

Response to RFP should include:

- Cost proposal and recommended timeline to complete the scope of work;
- Overall strategy for accomplishing the tasks outlined above;
- An hourly rate for additional projects and/or changes to scope of work;
- Consultants availability for short and long-term engagement;
- List of 2-3 individuals/organizations (with contact information) who could act as references for similar type of work; and
- Pro-forma consulting agreement or contract.

Please email your full proposal response by 11:59pm PST on Monday, February 12, 2024 to Jessica Dexter at Jessica.dexter@workforcesnohomish.org.

Workforce Snohomish is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711. This product or program was funded with Federal grant funds. To learn the sources and proportions, please go to workforcesnohomish.org/funding.