Overview

The National Association of Workforce Boards (“NAWB”) is a 501(c)(3) nonprofit national membership organization which supports the work of over 500 local/regional workforce development boards (WBDs), whose majority membership is from business and includes representatives of labor, education, economic development and local elected officials. NAWB champions the priorities of its members on critical policy issues, provides best in-class training and technical assistance, and promotes impactful strategic partnerships across companies, organizations, and industry associations.

NAWB is seeking an experienced communications and marketing firm (“FIRM”) to serve as the lead for NAWB communications and marketing activities detailed in the scope of work below.

NAWB has three goals for our communications work:

- Raise NAWB’s profile by capitalizing on opportunities to showcase our programmatic work.
- Add new and retain exiting members to the NAWB Membership.
- Grow the size and impact of The Forum, which is NAWB’s annual conference event.

Scope of Work

The scope includes, but is not limited to, reinforcing NAWB’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 Firm will assess and evaluate existing communication efforts through a comprehensive communication and marketing audit;
- Assist with or lead on monthly and weekly communications to membership and NAWB network;
- Maintain NAWB blog including working with NAWB team and partners on content;
- In consultation with NAWB, develop press releases or other public statements and serve as the primary media liaison for NAWB;
- In consultation with NAWB, work in the development of promotional materials, including fact sheets, one-pagers, program tools, services and other collateral as needed;
- Provide editorial oversight of website content including coordinate webpage maintenance, with the goal of ensuring that new information is posted regularly;
- The Firm will lead outreach to garner media placements with interviews and op-eds;
- Work in coordination with NAWB and NAWB policy consultants on NAWB advocacy initiatives and telling the NAWB policy story;
- The Firm will recommend campaign strategies from conception through design, development, production and evaluation as needed to meet NAWB goals and priorities;
- Provide assistance with The Forum, NAWB’s annual event, including marketing, collateral development, design and other duties as assigned; and
• Provide editing input for consistent style and grammatical correctness for all NAWB materials, including website communications.

Submission Guidelines

This RFP does not constitute a contract, nor does it constitute an offer or willingness to cover cost of proposal prep, interview time or expenses prior to an actual contract offer. NAWB will negotiate an Agreement with the selected Firm.

Proposals must be received no later than 11:59 p.m. ET on Friday, July 30th 2021, via email with the subject Marketing and Communications Response, to: andersonm@nawb.org. No proposals will be considered after the deadline.

The proposal should include at minimum the following information:

• Summary of the Firm’s background, past experiences similar to the services expected and reasons why the Firm should be selected.
• Overview of the Firm’s business organization structure, including the following:
  1. Name and short biography of each individual who will be involved with NAWB and their role.
  2. Proposed project based fixed fee, including description of all costs and fees the Firm proposes to charge NAWB.
  3. List of at least three (3) similar/relevant projects/clients the Firm has undertaken including results achieved and references from those projects/clients.

Proposal valuation

NAWB reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that in the opinion of NAWB best meets the needs and interests of NAWB.

Confidentiality

All submissions will be treated as confidential between NAWB and each submitting party. NAWB will not disclose their contents to other submitting parties or the general public. NAWB reserves the right to discuss submissions with NAWB’s Board of Directors.

Acknowledgement

The proposing Firm understands and agrees that they are solely responsible for its own business expenses, except for pre-approved, reasonable business expenses related to The Forum, such as travel accommodations.

The terms of the Agreement will be through. NAWB reserves the right to extend the contract.
Once the Firm is selected, NAWB and the selected Firm must execute an Agreement prior to the selected Firm commencing services. The Firm agrees that the Agreement will be a complete and exclusive agreement and will supersede all prior communications between the parties. Should NAWB and the selected Firm be unable to agree on the terms of an Agreement within a reasonable time (at NAWB’s sole discretion), NAWB reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Firm. Any suspension or termination of negotiations shall be without liability to NAWB or the selected Firm(s).

NAWB may terminate this process (in its sole discretion) and issue a new RFP for the requested services.

Each 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 NAWB.

Questions

Questions about this RFP should be directed to Melanie Anderson, Executive Vice President, by email to: andersonm@nawb.org. No calls or text messages will be accepted.