

PUBLIC RELATIONS AND MARKETING SERVICES RFP - SCOPE OF WORK

EMBARK has a need for assistance with various communications, marketing and public relations activities. The objective of this RFP is to identify and select a consultant or consulting team to serve as an advisor and partner to EMBARK on the development and execution of a multi-faceted communications program.

Some of these activities require time commitments that cannot be accommodated in-house due to the extent of the day-to-day responsibilities. Others require specialized expertise that is not available in-house. EMBARK seeks to create a comprehensive communications team using in-house staff and technical consultants.

The contractor will assist EMBARK in developing a comprehensive integrated communications program to grow and maintain an ongoing dialogue with key audiences, including:

- Existing customers
- Potential customers
- Policy makers, which includes business and political leaders
- News media
- General public
- EMBARK employees

The consultant will be responsible for fulfilling the following:

Situational Assessment

Conduct an examination of the internal and external communication structure and function, including the various communication vehicles currently in place, such as newsletters targeting employees, stakeholders and customers. This assessment shall include an evaluation of the external forces that impact the communication process.

Identify communication opportunities, structure and resources needed to achieve EMBARK's communications goals. Assist EMBARK on the packaging and distribution of vital messages that convey the value of transit to identified audiences. Assist EMBARK in determining how various EMBARK representatives, (i.e. senior staff, employees, advertising agencies) can most effectively participate in increasing awareness about EMBARK.

Messaging

Assist in the development of a messaging strategy that supports the brand, but also establishes a foundation from which the company can consistently articulate messages that resonate with prospects and customers in all of EMBARK's internal and external communication efforts.

Develop a stakeholder message map for elected officials, funding agencies, community groups, voters, riders, visitors, residents, the public, media and merchants, among others that recognize different stakeholder's needs for different versions of messages and themes.

Media Relations

Assist in developing a media outreach plan that results in consistent, quality media coverage. It should include tactics to harness the positive power of the media. Conduct media interview workshop(s) to assist EMBARK in training 8-15 EMBARK staff on understanding the media and how to handle interviews.

Writing

Assist in assimilating/adapting articles, stories and features into localized content for distribution to employees, customers, and stakeholders.

Assist in the research, and development of original content - news releases, editorials, annual reports, newsletters, briefs and feature articles.

Crisis Planning

Assist in the development of a crisis communication plan. The plan shall be nimble enough to address a crisis on any level.

Creative Services

The ability to provide all creative services necessary for production, including but not limited to: typesetting, filming, dubbing, recording, editing, and photographic services for programs; design copy and art for printed materials, including flyers, brochures, posters, banners, decals, letterhead and envelopes for programs; design copy and art for promotional items such as magnets, buttons, T-shirts, caps, mugs and pencils for programs; design copy and art for digital media.

Employee Relations and Recognition Programs

Assist in the design and implementation of internal communications programs that enhance employee loyalty/morale and reinforce the ongoing cultural change at EMBARK.

Measurement

Develop a benchmark for measuring the success of EMBARK's communications program, and identify tools for ongoing measurement and evaluation.

Collaboration

The selected contractor will operate as a member of the EMBARK communications team. Collaboration with EMBARK staff and other contractors is a necessity.