



# Northeastern Workforce Development Board

**ALBEMARLE COMMISSION**  
REGION R COUNCIL OF GOVERNMENTS

Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell and Washington Counties

## REQUEST FOR PROPOSAL (RFP) FOR DIGITAL MARKETING AND SOCIAL MEDIA SERVICES

### **I. OBJECTIVE**

Northeastern Workforce Development Board (NWDB) is seeking proposals from qualified and experienced contractors to provide digital marketing and social media support services as well as design services to support the NWDB brand as well as specific agency programs and initiatives, specifically NextGen through the E3 initiative.

### **II. PROJECT BACKGROUND**

The **Northeastern Workforce Development Board (NWDB)** is a group of community leaders appointed by local elected officials. The NWDB serves North Carolina's 10 most northeastern counties: Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington Counties. The purpose of the NWDB is to provide policy, planning and oversight for local workforce development programs and to address workforce issues as identified by the communities that they represent. NWDB's mission is to foster employment of northeastern North Carolinians by enriching the skills and suitability of candidate employees for the businesses of the region.

With more customers and stakeholders relying on digital platforms, especially youth, to get information, it is critical for NWDB to have a streamlined and effective digital presence, whether it's social media channels or paid digital banner ads. This proposal is to supplement NWDB with the planning and execution of high-quality, effective, creative digital owned and paid campaigns in support of NWDB's NextGen brand, programs and other program initiatives through the E3 initiative.

The goal is to create a digital outreach strategy targeted to youth by contracting with a digital marketing firm and embedding the outreach strategy with the benefits of being a NextGen participant, such as earning money for reaching goals (incentives) and participating in work-based learning. The digital outreach campaign would focus on expanding our presence on Facebook and adding advertising through other social media platforms that are popular with our youth including Instagram, Snapchat, and TikTok, and other applications such as music streaming services and other services targeted toward youth. We do currently utilize Facebook to advertise

our programs and events by sharing information on our NWDB pages and sharing to local groups, but paid advertising would be new for us on all platforms.

### **III. QUALIFICATIONS AND EXPERIENCE**

A qualified Proposer should have the following minimum qualifications and experience:

- The Proposer must have applicable qualifications and experience providing digital marketing and communications support services including social media support, as well as organic and paid digital advertising.
- The Proposer must have applicable qualifications and experience to support integrated marketing and campaign strategy, execution and measurement.

### **IV. SCOPE OF SERVICES**

#### **A. Scope of Work**

A detailed description of the Scope of Work for digital marketing, website and social media support services is contained in **Attachment A** (“Planned Scope of Services”).

#### **B. Term of Work**

Services under this RFP are expected to commence upon signed contract and not extend past February 28, 2023.

### **V. PRICING**

Proposer must (a) describe in detail the compensation structure to meet the Scope of Services specified in **Attachment A**; (b) describe in detail any fees or charges for travel, telephone calls, and any other expenses anticipated to be incurred, which shall be separately billed (NOTE: any compensation for such fees or expenses shall be at-cost, i.e., no margin, or additional fees shall be charged); and (c) describe in detail any discounts or downward adjustments that are available and the conditions for such discounts. The compensation structure can include (i) fixed price or (ii) hourly rates, in which case the Proposer must specify the rate increments for each professional who will or is anticipated to perform services outlined herein, and a not-to-exceed amount of \$10,000.

### **VI. RFP Process**

#### **A. RFP Schedule**

The timetable for this RFP is as follows:

Description	Date
Release of RFP	July 22, 2021
Deadline for Questions from Bidders	July 27, 2021
Response to Questions Provided from NWDB to Bidders	August 2, 2021
<b>RFP Proposals Due</b>	<b>August 23, 2021 by 12:00 p.m.</b>
Evaluation of Proposals *Division of Workforce Solutions approval needed	August 24, 2021- August 27, 2021
Award Announcement	By September 14, 2021
Contract Negotiations	By September 24, 2021
Commencement of Work	To begin after fully executed contract

## B. Proposer Questions and NWDB Responses

Potential proposers may submit questions regarding this RFP by sending an email to [honeal@accog.org](mailto:honeal@accog.org) with a copy to [enicholson@accog.org](mailto:enicholson@accog.org). All questions must be received by 4:00pm on July 28, 2021. When submitting questions, please specify which section of the RFP you are referencing and quote the language that prompted the question. NWDB will post responses to all of the questions received for this solicitation to NWDB's website at: <https://nwdbworks.com> on August 2, 2021. NWDB reserves the right to not respond to questions or to group similar questions when providing answers.

## C. Proposal Submission Deadline

The proposal should be submitted by email to [honeal@accog.org](mailto:honeal@accog.org) by **12:00 pm on August 23, 2021**. Please include "PROPOSAL FOR DIGITAL MARKETING SERVICES" in the email subject line.

## D. Proposal Evaluation Criteria

Proposals will be evaluated in accordance with the criteria listed in Attachment C.

## E. Selection Process

# VII. PROPOSAL REQUIREMENTS

Proposals shall include the following components:

- Proposer's qualifications and experience with the elements specified in Section III (Qualifications and Experience). Proposer must provide qualifications for all team members, including the principal, company official(s), and other personnel who Proposer anticipates will be assigned to work on behalf of NWDB. This requirement includes, but is not limited to, Proposer's anticipated subcontractors or teaming partners.
- Proposer's explanation for how it plans to meet Task and Deliverables specified in **Attachment A**. This section must include:
  - A list of the Proposer's planned project team, who will be assigned to work on behalf of NWDB, and an explanation for each project team member's role and responsibility.
  - A list of subcontractors, if any, and their respective roles and responsibilities separated by task.
  - Proposer must provide its pricing proposal, including the information required in Section V., "Pricing," above. Proposer should describe any fixed fees or hourly billing rates, fees, or other compensation that Proposer may seek from NWDB for services, inclusive of staff time, equipment, materials, travel, administrative/clerical, overhead and other out-of-pocket expenses, if applicable to this contract. NWDB does not consider the Pricing proposal to be confidential. Proposers should expect that the entire Pricing proposal will be presented to the Board, if the contract requires Board approval.
  - If a teaming arrangement is being proposed, teaming partner or subcontractor costs should be broken out separately.
- Proposer's completed Prospective Contractor References Form. See **Attachment B**.

## **RESERVATION OF RIGHTS**

This RFP is a solicitation for proposals only and is not intended as an offer to enter into a contract or as a promise to engage in any formal competitive bidding or negotiations. NWDB may, at its sole discretion, accept or reject any or all proposals submitted in response to this RFP. NWDB also may, in its sole discretion, make no award for this RFP or cancel this RFP in its entirety.

NWDB shall not be liable for any costs incurred by the Proposer in connection with the preparation and submission of any proposal. NWDB reserves the right to waive inconsequential disparities in a submitted proposal. NWDB has the right to amend the RFP, in whole or in part, by written addendum, at any time. NWDB is responsible only for that which is expressly stated in

the solicitation document and any authorized written addenda. Such addendum shall be made available to each person or organization which NWDB records indicate has received this RFP. Should such addendum require additional information not previously requested, failure to address the requirements of such addendum may result in the proposal being found non-responsive and not being considered, as determined in the sole discretion of NWDB. NWDB is not responsible for and shall not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf. NWDB has the right to reissue the RFP at a future date.

All contact regarding this RFP or any matter relating thereto must be in writing and may be emailed to [honeal@accog.org](mailto:honeal@accog.org) and [enicholson@accog.org](mailto:enicholson@accog.org). \_

*This Title I Youth Program bid solicitation is supported by the Employment and Training Administration of the U.S. Department of Labor as part of an award totaling \$100,000.00 with 0% financed from non-governmental sources.*

## **ATTACHMENTS**

Attachment A – Contemplated Scope of Services  
Attachment B – Prospective Contractor References  
Attachment C – Evaluation Rubric

## **ATTACHMENT A SCOPE OF SERVICES**

### **Northeastern Workforce Development Board - REQUEST FOR PROPOSAL (RFP) FOR DIGITAL MARKETING AND SOCIAL MEDIA SERVICES**

The principal responsibility of the selected Proposer is to provide a full range of Advertising, Public Relations and Related Services that include, but are not limited to, the following:

**I. Social Media Support – Proposer will provide support NWDB/NextGen’s social media channels (Facebook and more as the agency expands)**

**Tasks**

- a.** Social media content calendar development/post boosts for NextGen page
- b.** Develops social media content for all platforms (writing, graphic design, animation, research services)
- c.** Social media dashboard and metrics

Deliverables: Day-to-Day support as needed; quarterly/monthly/weekly content calendars with text/graphics; Strategic plan; hashtag strategy; dashboard updated weekly for social media to target youth. All content must be approved by NWDB.

**II. Paid and Organic Digital Marketing Services – Proposer will support agency initiatives by developing digital marketing plans, strategies and materials**

**Tasks**

- a.** Media planning and buying
- b.** Targeting
- c.** Creating dashboards, analyzing metrics and making recommendations for optimizations
- d.** Development of content to support digital marketing campaigns, targeted towards youth such as music streaming services, etc.
- e.** Graphic design services
- f.** Creating and maintaining and ongoing dashboard, analyzing metrics and making recommendations to optimize campaigns

Deliverables: Marketing, Education, & Outreach (ME&O) plans, media planning/buying and graphic and content support as needed to target youth. All content must be approved by NWDB.

**ATTACHMENT B PROSPECTIVE CONTRACTOR REFERENCES**  
Northeastern Workforce Development Board - REQUEST FOR PROPOSAL (RFP)  
**FOR DIGITAL MARKETING AND SOCIAL MEDIA SERVICES**

**Contractor's Name:** \_\_\_\_\_

*List three (3) References where the same or similar scope of services were provided in order to meet the Minimum Requirements stated in this solicitation.*

<b>1. Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b> (    )	<b>Fax #</b> (    )
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
<b>2. Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b> (    )	<b>Fax #</b> (    )
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.
<b>3. Name of Firm</b>	<b>Address of Firm</b>	<b>Contact Person</b>	<b>Telephone #</b> (    )	<b>Fax #</b> (    )
Name or Contract No.	# of Years / Term of Contract		Type of Service	Dollar Amt.

## ATTACHMENT C

### Northeastern Workforce Development Board - REQUEST FOR PROPOSAL (RFP) FOR DIGITAL MARKETING AND SOCIAL MEDIA SERVICES

#### Evaluation Rubric

*Camden, Chowan, Currituck, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell and Washington Counties*

Evaluation Criteria	Question	Score	Comments
General review of proposal (15%) - This process is to ensure that contractors have followed all requirements as stated in this solicitation. Failure to submit a complete proposal may disqualify the proposal for consideration.	1. Does contractor's proposal follow all requirements as stated in the RFP?	<input type="checkbox"/> Strongly agree (11-15 points) _____ <input type="checkbox"/> Agree (6-10 points) _____ <input type="checkbox"/> Disagree (1-5 points) _____ <input type="checkbox"/> Strongly Disagree (0 points) _____	
Proposer's qualifications and experience including references ( <i>see</i> Section III) (15%) - This process evaluates the contractor's qualifications to provide quality services. This includes references provided in <b>Attachment B</b> , training of staff and reference checks.	2. Do contractor's qualifications meet expectation in Section III of the RFP? Including confirmation from reference checks.	<input type="checkbox"/> Strongly agree (11-15 points) _____ <input type="checkbox"/> Agree (6-10 points) _____ <input type="checkbox"/> Disagree (1-5 points) _____ <input type="checkbox"/> Strongly Disagree (0 points) _____	
Proposer's approach to the Contemplated Scope of Services identified in <b>Attachment A</b> (25%) - This process evaluates the deliverables provided in the contractor's proposal.	3. Deliverables in contractor's proposal will boost NextGen enrollment?	<input type="checkbox"/> Strongly agree (15-25 points) _____ <input type="checkbox"/> Agree (6-15 points) _____ <input type="checkbox"/> Disagree (1-5 points) _____ <input type="checkbox"/> Strongly Disagree (0 points) _____	
Proposer's Pricing ( <i>see</i> Section V) (20%) – This process evaluates value added for NextGen services and meeting grant goals.	4. The price provided falls within the grant guideline deliverables and gives NWDB the maximum	<input type="checkbox"/> Strongly agree (10-20 points) _____ <input type="checkbox"/> Agree (6-10 points) _____	



	exposure for proposed deliverables.	<input type="checkbox"/> Disagree (1-5 points) _____ <input type="checkbox"/> Strongly Disagree (0 points) _____	
Overall Feasibility and Reasonableness of Proposal (25%) – This process will review potential for meeting NextGen outcomes, effectiveness, and other factors that may contribute to performance.	5. The contractor’s proposal meets the NextGen outcomes and will be effective in meeting grant goals.	<input type="checkbox"/> Strongly agree (15-25 points) _____ <input type="checkbox"/> Agree (6-15 points) _____ <input type="checkbox"/> Disagree (1-5 points) _____ <input type="checkbox"/> Strongly Disagree (0 points) _____	

**Total Score:** \_\_\_\_\_