

Communications Strategist Assessment and Tactical Planning Request For Quote (RFQ)

The Executive Director of the Central Iowa Workforce Development board (CIWDB) is looking for an organization, business, or independent contractor to provide a strategic communication assessment and tactical plan for the Central Iowa Local Workforce area.

The Central Iowa LWDA counties include Boone, Dallas, Jasper, Madison, Marion, Polk, Story and Warren counties in Iowa. The area is part of the national WIOA/American Job Center network, the state of Iowa's IowaWORKS job center system, the Central Iowa Workforce Development Board, and includes several independent program providers.

This effort is to align stakeholders with a coordinated communication plan that supports the advancement of outreach, accessibility, and communication of performance of the Central Iowa local workforce system.

Expectation for Service:

- Conduct an Electronic Communication Assessment of Current Status
 - Inventory current electronic communication assets, identifying the audience, purpose, and administrator for each asset.
 - Recommend adaptation of additional social media and electronic communication platforms, and those to discontinue use.
 - Provide best practices and recommendations for improving the use and management of current tools.
- Brand Assessment
 - Inventory the current brands present in the Central Iowa Workforce area system, their standards and guidelines, and available toolkits. These brands include but are not limited to; IowaWORKS, CIWDB, American Job Center, and key program providers including Title I service provider(s).
 - Recommend action related to the CIWDB brand, logo, and visual identity; ensuring alignment with IowaWORKS.
 - Produce a virtual resource hub for promotional and outreach materials including; Business essentials such as business cards, letter head, e-mail signature/style guide, staff name badges, staff uniform, editable poster and flyer templates.
- Marketing "funnel" for communication management
 - Creation of a public relations and outreach "funnel" for stakeholders of the system to ensure all messaging is professional and strategically coordinated with area strategies and priorities.
- Central Iowa Workforce Development Board Strategic Messaging
 - Assist board members in crafting their "elevator speech" for unified messaging on the importance of their role, the local system, and impact on the community

- Creation of templates for annual reporting of outcomes and performance of the local system, including an annual report and quarterly newsletters.
- Identification of additional strategic communication and “evergreen” pieces to support system performance communication.

Time Expectation: It is estimated that this project will take up to 60 hours to complete.

Proposed Project Timeline: Completion by June 1, 2024. (negotiable)

Payment: Cost reimbursement. Per hour rate preferred. Up to \$12,000 is available for this project.

Selection Criteria: The project will be awarded to the lowest priced qualified bidder.

Please remit quote to eric.kress@ciwdb.org electronically no later than March 29, 2024.

- Please Include:
 - 1 page Cover Letter summarizing qualifications.
 - Quote: Rate for Service (Hourly rate preferred)
 - 3 Professional References