REQUEST FOR QUALIFICATIONS

CONSULTING SERVICES – COMMUNICATIONS AUDIT & STRATEGY

Sunrise County Economic Council

Sunrise County Economic Council (SCEC) is seeking a qualified consultant:

1) to conduct a Communications Assessment of its current communications strategies and practices, existing communications material (including publications, presentation aids, website, social media, etc.), and current level of resources, including staff time and capacity available to implement a communications plan and based on this assessment,

2) to develop a Strategic Communications Plan for the agency.

SCEC Background

General Information

Founded in 1993, SCEC is a 501(c)(3) nonprofit organization that works to create jobs and prosperity in Washington County, Maine; the council is also the economic development arm of Washington County Government.

In partnership with businesses, nonprofit organizations, municipalities, and individuals, SCEC designs and implements long range solutions to the economic development issues facing our community. Please see our website www.sunrisecounty.org for more information.

CONSULTANT’S SCOPE OF WORK

SCEC is working to deepen its capacity to communicate with small businesses and individuals in Washington County, its nonprofit and government partners, and potential investors. We are seeking a consultant to undertake the following scope of work.

1. Communications Audit: Conduct a communications audit to evaluate the effectiveness of existing communications strategies and their impact on audiences’ knowledge, perceptions and attitudes. This includes quantitative (i.e. statistical methods, Google analytics) and qualitative analysis (i.e. face to face interviews, observation, analysis of documents and materials).

2. Communications Strategy: After completing the audit, the consultant will develop a Communications Strategy that identifies gaps and opportunities for effective communication of information. The strategy should include the following components:

   • Comparison of SCEC communications with effective best practices of economic development and other nonprofit organizations with recommendations on what practices to implement and how to implement.
   • Analysis of current analytics (i.e. number of webpage hits, ranking on Google, etc.), identify benchmarks to continue analyzing and tools to undertake analysis.
• Identification what is working well and what needs attention with current communication processes and policies, recommendation of changes to improve processes and policies.
• Recommended templates or standards for SCEC communications.

The Consultant will utilize both quantitative and qualitative research strategies to conduct the Communications Audit and will use these results to prepare a Communications Strategy

PROPOSAL FORMAT AND DESIRED QUALIFICATIONS

In order to assist in selection, your proposal must include the following:

1. Experience of the Firm: Provide a description and samples of your firm’s prior experience and qualifications in providing advertising, marketing, media, and communication services to nonprofit organizations.

2. Project Team (Key Staff): Identify the proposed Project Manager and key project team members and responsibilities. Provide a brief resume for each person outlining their credentials and experience.

3. References: Provide the name and contact information for at least three (3) references familiar with the quality of work by your firm of similar nature as contained in the above Scope of Work.

4. Project Understanding: Provide your general understanding of SCEC’s media and communication needs. Identify any potential challenges or special concerns that may be encountered.

5. Cost: The total cost of the services to be provided under the Proposal and a detailed explanation of those costs. SCEC has budgeted up to $5,000 to pay for services under this contract.

PROPOSAL SUBMISSION

Proposals must be received by 5:00 PM on Friday, January 31, 2019 and may be submitted by email (scec@sunrisecounty.org) or mail (SCEC; 7 Ames Way; Machias, ME 04654).

Please call Jen Peters at 207-255-0983 with any questions.